

Zachary J. Sheffler

CONTACT INFORMATION	121 Presidents Drive Amherst, MA 01003	(413) 545-5504 zsheffler@isenberg.umass.edu
RESEARCH INTERESTS	Information systems, human behavior and decision making: video games and gamification, user-generated content, online communities and social influence	
ACADEMIC APPOINTMENTS	Isenberg School of Management, UMass Amherst September 2018 - Present Assistant Professor, Operations and Information Management • Faculty Associate, Computational Social Science Institute	
EDUCATION	Carlson School of Management, University of Minnesota , Minneapolis, MN Ph.D., Information and Decision Science (#135), August 2018 • Dissertation: <i>Gamification as a Solution to Limitations of Monetary Incentive</i> • Advisor: Shawn P. Curley, Ph.D. Thunderbird School of Global Management , Glendale, AZ M.B.A., Finance, April 2012 University of California, San Diego , La Jolla, CA B.A., History, March 2008	
RESEARCH EXPERIENCE	Research Assistant September 2013 – June 2018 Information and Decision Sciences, University of Minnesota Supervisors: Shawn P. Curley, Ph.D., De Liu, Ph.D., and Gediminas Adomivicius, Ph.D. Research Statistician July 2011 – August 2013 Applied Cognitive Research Lab, Target Training International, Ltd. Supervisor: Ron Bonnstetter, Ph.D.	
PUBLISHED PAPERS	1. Nguyen, L. T., Sheffler, Z. (forthcoming) “Tell Me What I Want to Hear: The Effects of Matching Review Themes on Consumers’ Decision Making” <i>Information & Management</i> 2. Wigdor, A. D., Sheffler, Z., Hess, T.J. (forthcoming) Reconceptualizing Online Community Participation Behaviors with the Visibility–Cost Framework and Commitment. <i>Journal of Management Information Systems</i> 3. Nguyen, L. T., Hess, T.J. Sheffler, Z., Liu, Y. (2024) Mixed Messages: An Examination of Reviewer Badges and Consumer Trust with Online Review Platforms. <i>AIS Transactions on Human-Computer Interaction</i> 4. Babar, Y., Curley, S. Ke, Z. Liu, D., Sheffler, Z. (2023) The Effects of Digitally Delivered Nudges in a Corporate Wellness Program. <i>Journal of the Association for Information Systems</i>, 24(1), 136-160. DOI: 10.17705/1jais.00783 (<i>alphabetical authorship</i>) 5. Sheffler, Z., Liu, D., Curley, S. (2020). Ingredients for successful badges: evidence from a field experiment in bike commuting. <i>European Journal of Information Systems</i>, 29:6, 688-703, DOI: 10.1080/0960085X.2020.1808539	

PAPERS UNDER
REVIEW

1. Bhatia, M. S., **Sheffler, Z.**, “Avatars as Embodied Identity: A Literature Review of Identity Expression and Exploration in Social Virtual Worlds” (first-round at an IS basket journal)
2. **Sheffler, Z.**, Oza, S., Wigdor, A. “Emotions and Latency”, (first-round at a SIG-recommended journal)

WORKING PAPERS

1. Junaid, N., **Sheffler, Z.**, Wigdor, A.D. “Technological Proactivity: Measure Development” Data collected, writing for submission; target: *MIS Quarterly*
2. **Sheffler, Z.**, Borowsky, J. “Quarantine and Game Populations”. Modeling; target: *Management Science*
3. **Sheffler, Z.**, Liu, D., Curley, S. “Do We Need Different Levels of Badges for Users with Different Participation Levels? A Field Experiment from a Bicycle Commuting Program” rewriting after review; target: *Journal of Strategic Information Systems*
4. **Sheffler, Z.**, Curley, S., Liu, D. “Badge Awards and Overjustification” (*dissertation component*), Overhauling experimental artifact. target: *Management Information Systems Quarterly*.
5. Wigdor, A. D., Hess, T.J., **Sheffler, Z.** “Online Communities and Commitment Profiles”, data collected.

CONFERENCE
PRESENTATIONS

1. **Sheffler, Z.**, Oza, S., Wigdor, A. *Does Half a Second Matter? The Effect of Game Latency on Player Emotion* (August 2025). Americas Conference on Information Systems, Montreal, QC Canada
2. Bhatia, M. S., **Sheffler, Z.** *Avatars as Virtual World Self: Identity Construction in Social Virtual Worlds* (August 2025). Americas Conference on Information Systems, Montreal, QC Canada
3. **Sheffler, Z.** and Borowsky, J. *Categorizing Products with User-Generated Content: Evidence from Pandemic-Era Steam* (October 2024). Conference of the New England Association for Information Systems, Worcester, MA.
4. Oza, S. and **Sheffler, Z.**, *Catching the Whales and Dolphins of Video Gaming* (August 2024). Americas Conference on Information Systems, Salt Lake City, UT.
5. Arora, P., Astvansh, V., **Sheffler, Z.** (October 2022) *Does more representation for women in the top management team make a firm greener? The role of operational leanness and female representation on board* INFORMS 2022 Annual Meeting, Indianapolis, IN
6. Nguyen, L.T., **Sheffler, Z.** (August 2022) *Why Did You Buy It? A Text Mining Approach to Understanding Purchasing Goals and Review Behaviors* Americas Conference on Information Systems, Minneapolis, MN
7. Bhatia, M., Zou, Y., **Sheffler, Z.** (August 2022) *An Examination of Digital Nudging Scarcity Effect in E-Commerce* Americas Conference on Information Systems, Minneapolis, MN
8. Nguyen, L.T., **Sheffler, Z.** (December 2021) *Would You Recommend This Product? A Topic Modeling Approach to Understanding Review Behaviors* SIG HCI (pre-ICIS conference), Austin, TX

9. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA
10. Nguyen, L. T., Hess, T. J., Liu, Y., **Sheffler, Z.** (December 2020) *Credible and Biased: An Experimental Study of Online Reviews* International Conference on Information Systems, Hyderabad, India
11. **Sheffler, Z.**, Liu, D., Curley, S. (December 2019) *Do We Need Different Levels of Badges for Users with Different Participation Levels? A Field Experiment from a Bicycle Commuting Program* International Conference on Information Systems, Munich, BY, Germany
12. Nguyen, L. T., Hess, T. J., Liu, Y., **Sheffler, Z.** (August 2019) *Trust in Online Reviews: Integrating the Elaboration Likelihood Model and IS Trust* Americas Conference on Information Systems, Cancun, Mexico
13. Babar, Y., S. Curley, Z. Ke, D. Liu, **Z. Sheffler** (June 2018) *Using IT to Nudge Wellness Behaviors: The Effects of IT-Enabled Social Support and Motivational Messaging* Statistical Conference in E-Commerce Research, Rotterdam, Netherlands
14. **Sheffler, Z.**, Liu, D., Curley, S. (November 2017) *Riding for Likes: Effects of Badge Features in a Wellness Field Experiment* Conference on Health IT and Analytics, Washington, D.C.
15. Babar, Y., Curley, S., Ke, Z. Liu, D., **Sheffler, Z.** (December 2016) *Incentives in a Real-World Decision Aid for Promoting Physical Activity* Workshop on Health IT and Economics, Washington, D.C.
16. **Sheffler, Z.**, Subramani, M. (August 2016) *Brother, Can You Spare a Pizza?: Tangible Help and Online Community Participation* American Conference on Information Systems, San Diego, CA
17. Velasco, M., **Sheffler, Z.**, Curley, S., Zamoan, S. (August 2016) *Antecedents, Attitudes, and Behaviors for the Unauthorized Copying of Digital Goods* Society for Business Ethics, Anaheim, CA
18. Adomavicius, G., Gupta, A., **Sheffler, Z.**, Yang, M. (December, 2015). *Computational Strategies for Inventory Liquidation* Workshop on Information Technology and Systems, Dallas, TX.

AWARDS

- Isenberg College Outstanding Teaching Award 2024
- Isenberg Teaching Excellence Award 2023
- Isenberg Summer Research Award 2023
- Association for Information Systems Distinguished Member 2022
- Americas Conference on Information Systems Doctoral Consortium 2016
- Carlson School Ph.D. Student Teaching Award 2015-16
- Carlson School of Management Ph.D. Student Fellowship 2013-18
- Thunderbird School of Global Management Tower Scholarship 2010
- UC San Diego Warren College Provost's Honors 2006

GRANTS

- UMass Healy Endowed Grant, \$14,666 (*Memes and Trust*)
- SOBACO Micro Grant, \$5,000 (*Badge Awards and Overjustification*) 2015
- Carlson School Dean's Small Grant (*Badge Design and Bicycle Ridership*) 2016

TEACHING EXPERIENCE	University of Massachusetts		Assistant Professor
	OIM 350: Intro to Business Intelligence and Analytics		
	OIM 390ST: Business Data Visualization (also developed course)		
	SCH-MGMT 602: Intro to Business Intelligence and Analytics (MBA)		
	University of Minnesota		Graduate Instructor
	IDSc 3001: Information Systems for Business Processes and Management (Spring, Summer 2016)		
	Teaching Assistant		Fall 2013 – Spring 2018
	Selected Courses (Faculty)		
	IDSc 6481: Managerial Decision Making (Shawn Curley)		
	IDSc 6444: Business Intelligence (De Liu)		
	IDSc 6040: Information Technology Management (Mani Subramani)		
	MSBA 6250: Analytics for Competitive Advantage (Ravi Bapna)		
DOCTORAL STUDENTS	As Chair or Co-Chair		
	Ariel D. Wigdor (2023); co-chair with Traci J. Hess, Ph.D.		
	Placement: Assistant Professor, Northern Texas University		
	Suchi Oza (expected 2026)		
	Mantek Bhatia (expected 2026)		
PROFESSIONAL SERVICE	• Guest Editor, Information Systems Frontiers		2023 – 2024
	• Associate Editor, International Conference on Information Systems		2022, 2024, 2026
	• Associate Editor, European Conference on Information Systems		2023-2026
DEPARTMENT SERVICE	Operations and Information Management		
	• Honors Program Director		2023 – Present
	• Tenure-Track Search Committee Member		2018, 2022, 2023
	• Enrollment Committee Member		2021 – 2023
	• Speaker Series and Brownbag Coordinator (jointly with P. Arora)		2021 – 2022
	• Speaker Series and Brownbag Coordinator		2022 - Present
COLLEGIATE AND UNIVERSITY SERVICE	At the University of Massachusetts:		
	• Research Library Council of the Faculty Senate	September 2023 – August 2026	
	At the Isenberg School of Management:		
	• College Outstanding Teaching Award Committee	2025 – Present	
	• Diversity, Equity, Inclusion, and Belonging Faculty Committee	2023 – Present	
	At the University of Minnesota:		
	• Speaker, Council of Graduate Students	January 2017 – June 2018	
	• University of Minnesota Graduate Senator, Carlson School	July 2016 – June 2017	
	• Director of Finance, Council of Graduate Students	April 2015 – January 2017	
	• Outside Director, University Student Legal Service	October 2015 – June 2017	
	At the Carlson School of Management:		
	• Carlson School Ph.D. Student Advisory Committee	July 2014 – June 2017	
	• Organizer, Annual Carlson MARS Conference	July 2015 – July 2018	
COMMUNITY SERVICE	• Court-Appointed Special Advocate (Franklin/Hampshire Co.)		2024 – Present

ACADEMIC SOCIETIES	• Association for Information Systems (AIS) • Institute for Operations Research and the Management Sciences (INFORMS) • Association for Computing Machinery (ACM)	
NON-ACADEMIC EMPLOYMENT	• Customer Service Administration • Actuarial Assistant	2000 – 2004 2004 – 2010
RELEVANT SKILLS	Computer Programming (Expert/for Instruction): • Python, C/++, R, SQL (SQL Server, MySQL, PostgreSQL, SQLite), L^AT_EX Language: • English (native) • German (advanced; ACTFL assessed 2012)	