Zachary J. Sheffler

CONTACT INFORMATION	121 Presidents Drive Amherst, MA 01003	(413) 545-5504 zsheffler@isenberg.umass.edu

RESEARCH INTERESTS

Information systems and human behavior, decision making, video games and gamification, ethical components of information systems

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, August 2018

- Dissertation: *Gamification as a Solution to Limitations of Monetary Incentive*
- 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. **Sheffler, Z.**, Liu, D., Curley, S. (2020). Ingredients for successful badges: evidence from a field experiment in bike commuting. *European Journal of Information Systems*, 29:6, 688-703, DOI: 10.1080/0960085X.2020.1808539

2. Babar, Y., Curley, S. Ke, Z. Liu, D., **Sheffler, Z.** (2023) The Effects of Digitally Delivered Nudges in a Corporate Wellness Program. *Journal of the Association for Information Systems*, 24(1), 136-160. DOI: 10.17705/1jais.00783 (alphabetical authorship)

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. *AIS Transactions on Human-Computer Interaction*

PAPERS UNDER
REVIEW

1. Wigdor, A. D., **Sheffler, Z.**, Hess, T. J., "Commitment and Engagement in Online Communities" (in prep for second round review)

2. Nguyen, L. T., **Sheffler, Z.**. "Tell Me What I Want to Hear: The Effects of Matching Review Themes on Consumers' Decision Making"

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"

WORKING PAPERS

1. **Sheffler, Z.**, Borowsky, J. "Quarantine and Game Populations" (target: *Management Science* or similar). Data collected; analyzing data.

2. **Sheffler, Z.**, Oza, S. "Emotions and Latency" (target: *Information and Management* or similar). Pilot studies run; preparing full collection.

3. **Sheffler, Z.**, Curley, S., Liu, D. "Badge Awards and Overjustification" (*dissertation component*, target: *Management Information Systems Quarterly*). Overhauling experimental artifact.

CONFERENCE
PRESENTATIONS

1. Oza, S. and **Sheffler, Z**, "Catching the Whales and Dolphins of Video Gaming" (August 2024). Americas Conference on Information Systems, Salt Lake City, UT.

2. 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

3. 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

4. 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

5. Nguyen, L.T., **Sheffler, Z.** (December 2021) *Would You Recommend This Product? A Topic Modeling Approach to Understanding Review Behaviors* SIGHCI, Austin, TX

6. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA

7. 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

8. **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, Germany

9. 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

10. 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

11. **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.

12. 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.

13. **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

14. Velasco, M., **Sheffler, Z.**, Curley, S., Zamoon, S. (August 2016) *Antecedents, Attitudes, and Behaviors for the Unauthorized Copying of Digital Goods* Society for Business Ethics, Anaheim, CA

15. 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
	• 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		
	• SOBACO Micro Grant (*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 2025)
   Mantek Bhatia (expected 2026)

PROFESSIONAL SERVICE	• Guest Editor, Information Systems Frontiers	2023 – 2024
	• Associate Editor, International Conference on Information Systems	2022, 2024
	• Associate Editor, European Conference on Information Systems	2023, 2024

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:

• 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
• Carlson School Ph.D. Student Advisory Committee	July 2014 – June 2017
• Director of Finance, Council of Graduate Students	April 2015 – January 2017
• Outside Director, University Student Legal Service	October 2015 – June 2017
• Organizer, Annual Carlson MARS Conference	July 2015 – July 2018

COMMUNITY SERVICE

• Court-Appointed Special Advocate (Franklin/Hampshire Co.)	2024 – Present

NON-ACADEMIC EMPLOYMENT

• Customer Service Administration	2000 – 2004
• Actuarial Assistant	2004 – 2010

RELEVANT SKILLS

Computer Programming (Expert/for Instruction):
- Python, C/++, R, SQL (SQL Server, MySQL, PostgreSQL, SQLite), LaTeX

Language:
- English (native)
- German (advanced; ACTFL assessed 2012)