

Zachary J. Sheffler

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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.** (in press). Incentives in a Real-World Decision Aid for Promoting Physical Activity. *Journal of the Association for Information Systems*

WORKING PAPERS

1. Nguyen, L. T., Hess, T. J., **Sheffler, Z.**, Liu, Y. “‘This is Unbelievably Helpful’: The Effect of Reviewer Badges on Trust and Helpfulness with Online Reviews”, preparing for submission.
2. **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”, in preparation for submission to *Information Systems Research*

3. **Sheffler, Z.**, Curley, S., Liu, D. “Badge Awards and Overjustification” (*dissertation component*), in preparation for submission to *Management Information Systems Quarterly*
4. Wigdor, A. D., Hess, T.J., **Sheffler, Z.** “Online Communities”
5. **Sheffler, Z.** “Quarantine and Game Populations”

CONFERENCE
PRESENTATIONS

1. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA
2. 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
3. **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
4. 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
5. 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
6. **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.
7. 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.
8. **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
9. 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
10. Adomavicius, G., Gupta, A., **Sheffler, Z.**, Yang, M. (December, 2015). *Computational Strategies for Inventory Liquidation* Workshop on Information Technology and Systems, Dallas, TX.

AWARDS

- American 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
 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 (expected 2023); co-chair with Traci J. Hess, Ph.D.

DEPARTMENT SERVICE **Operations and Information Management**
 • Tenure-Track Search Committee Member 2018, 2022
 • Enrollment Committee Member 2021

UNIVERSITY SERVICE • 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

RELEVANT SKILLS Computer Programming:
 • Python, R, Stata, PHP, MySQL, SPSS, ggplot2, L^AT_EX, C++
 Language:
 • English (native)
 • German (advanced; ACTFL assessed 2012)