Zachary J. Sheffler

Contact Information	121 Presidents Drive Amherst, MA 01003	(858) 337-5950 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

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

Papers Under Review

1. Babar, Y., Curley, S. Ke, Z. Liu, D., **Sheffler, Z.** "Incentives in a Real-World Decision Aid for Promoting Physical Activity", prepaing minor revision for *Journal of the Association for Information Systems*

2. Nguyen, L. T., T. Hess, **Z. Sheffler**. Y. Liu "'This is Unbelievably Helpful': The Effect of Reviewer Badges on Trust and Helpfulness with Online Reviews", under review at an IS-8 journal

Working Papers

1. **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*

2. **Sheffler, Z.**, Curley, S., Liu, D. "Badge Awards and Overjustification" *(dissertation component)*, in preparation for submission to *Management Information Systems Quarterly*

3. Wigdor, A. D., Hess, T.J., **Sheffler, Z.** "Online Communities"

4. **Sheffler, Z.** "Quarantine and Game Populations"

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CONFERENCE
PRESENTATIONS

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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.

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AWARDS

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- 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

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GRANTS

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- SOBACO Micro Grant (*Badge Awards and Overjustification*) — 2015
- Carlson School Dean's Small Grant (*Badge Design and Bicycle Ridership*) — 2016

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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 2022); co-chair with Traci J. Hess, Ph.D.

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, LaTeX, C++
Econometrics:
• Panel Data Models, Program Evaluation, Matching Methods, Hierarchial Linear Models
Actuarial Methods:
• Survival and Hazard Models, Forensic Audit, Stochastic Testing of Assumptions