

Samantha M. Keppler
Stephen M. Ross School of Business
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Employment STEPHEN M. ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN, ANN ARBOR, MI
2017 - Present, Assistant Professor of Technology and Operations
2016 - 2017, Assistant Professor of Technology and Operations (Off Tenure Clock)
2015 - 2016, Research Fellow

Research Interests

Human resources and operations management
Frontline workers and technology
Education and nonprofit operations

Education

NORTHWESTERN UNIVERSITY, EVANSTON, IL
McCormick School of Engineering
Ph.D. Industrial Engineering and Management Sciences, 2015
M.S. Industrial Engineering and Management Sciences, 2012
DISSERTATION COMMITTEE: *Paul Leonardi (Chair), Karen Smilowitz, Noshir Contractor, James Spillane*
DISSERTATION TITLE: *Integrating Social and Resource Networks: Resource Acquisition and Strong Ties in Primary School Systems*

CITY UNIVERSITY OF NEW YORK, LEHMAN COLLEGE, BRONX, NY
Graduate School of Education
M.S.Ed. Mathematics Education (Grades 7-12), 2010

CLARK UNIVERSITY, WORCESTER, MA
School of Liberal Arts
B.A. Mathematics and Economics, 2008, Summa Cum Laude

Publications

1. Keppler, S.M., Li, J. & Wu, D. (2021) Crowdfunding the Front Lines: An Empirical Study of Teacher-Driven School Improvement. Accepted at *Management Science*.
 - Presented at the Wharton Empirical Operations Workshop. August 2020.
 - Presented at the INFORMS Annual Meeting. November 2020.
 - Presented at the Production and Operations Management (POMS) Annual Conference. May 2021.
2. Keppler, S.M, Smilowitz, K.R., & Leonardi, P.M. (2020) Contextual Trustworthiness of Organizational Partners: Evidence from Nine School Networks. *Manufacturing and Service Operations Management*, 23(4), 974 - 988.
 - Presented at the Production and Operations Management (POMS) Annual Conference, Washington DC. May 2019.
 - Presented at the Behavioral Operations Conference Young Scholars Workshop, Eindhoven, NL. July 2019.
3. Leonardi, P.M & Keppler (Meyer), S.R. (2015) Social Media as Social Lubricant: How Ambient Awareness Eases Knowledge Transfer, *American Behavioral Scientist*, 59(1), 10-34.

Manuscripts In Progress

4. Teacher Workarounds and Educational Inequality: A Comparative Study of Workarounds at Poorer Versus Wealthier Public Schools (solo-authored). Under second round review at *Management Science*.

5. Stopping the Revolving Door: An Empirical and Textual Study of Crowdfunding and Teacher Turnover. With Jun Li (University of Michigan) and Andrew Wu (University of Michigan). Reject and Resubmit at *Management Science*.
 - Winner, POMS 2022 Applied Research Challenge.
 - To be presented at the MSOM Annual Conference. June 2022.
6. Algorithm Reliance Under Pressure: The Effect of Customer Load and Learning Interventions on Service Workers. With Clare Snyder (University of Michigan) and Steve Leider (University of Michigan). Under first round review at *Management Science*.
 - Presented at the INFORMS Annual Meeting. November 2021
 - To be presented at the Behavioral Operations Conference. June 2022.
 - To be presented at the MSOM Annual Conference. June 2022.
7. A Replication Study of Operations Management Experiments in *Management Science*. With Andrew Davis (Cornell), Blair Flicker (University of South Carolina), Kyle Hyndman (University of Texas - Dallas), Elena Katok (University of Texas - Dallas), Stephen Leider (University of Michigan), Xiaoyang Long (University of Wisconsin), and Jordan Tong (University of Wisconsin). Under fast track review at *Management Science*.
 - To be presented at the Behavioral Operations Conference. June 2022.
8. The Unquantifiable Costs of Working with Nonprofit Organizations: The Role of Cost Logics in K—12 Schools. With Karen Smilowitz (Northwestern University). Under first round review at *Manufacturing and Service Operations Management*.
 - To be presented at the Behavioral Operations Conference. June 2022.
9. Solution or Opportunity? A Comparative Study of Resourcing in Schools. With Paul Leonardi (UC Santa Barbara)
 - Presented at the Academy of Management Annual Meeting, Atlanta, GA. August 2017.
10. Asking for Knowledge with Relational Confidence: Targeted Learning and Attending on Social Technologies at Work. With Paul Leonardi (UC Santa Barbara).
 - Presented at the National Communication Association Annual Conference, Chicago, IL. November 2014.
 - Presented at the Academy of Management Annual Conference, Philadelphia, PA. August 2014. Finalist for Carolyn Dexter Best Paper Award.
 - Invited for submission to the *Journal of Computer-Mediated Communication (JCMC)* - *Special Issue on Technology and the Future of Work*

Invited Book Chapters

- Smilowitz, K.R. & Keppler, S.M (2020) On the use of operations research and management in public education systems, INFORMS TutORial.
- Presented at the INFORMS Annual Meeting. November 2020.

Invited Presentations

University of Virginia Darden Business School, Harvard Business School, Yale University School of Management, Dartmouth Tuck School of Business, University of Pennsylvania Wharton Business School, University of Minnesota Carlson Business School, Lehigh University Industrial and Systems Engineering, National Academy of Engineering (NAE) Frontier of Engineering Symposium

Media Coverage

- Academic research award: smart ideas with real-world impact. *Financial Times*, 2022.
- Charles Best Knows What Teachers Need. *The Wall Street Journal*, 2021.
- 7 things public schools do besides teach kids academic basics. *The Conversation*, 2020.
- Many school buildings can't safely reopen right now. Here's why. *Fast Company*, 2020.
- Convention centers, museums become classrooms amid pandemic. *The Associated Press*, 2020.

Work on Funded Research

Co-PI, Primary School Organizations as Open Systems: Strategic External Relationship Development to Promote Student Engagement in STEM Topics, Karen Smilowitz

(PI), with Paul Leonardi (Co-PI) and James Spillane (Co-PI). Funding Source: National Science Foundation (DRL-1344266). Award Amount: \$707,299.

Doctoral Research Assistant, Improving the Effectiveness of Organizational Knowledge Transfer Through Social Media Use. Paul Leonardi (PI). Funding Source: National Science Foundation (SES-1331492). Award Amount: \$309,170.

Teaching Experience

Instructor, TO 502, MBA Core

University of Michigan, Ross School of Business

· Applied Business Statistics (4.9/5)

Instructor, TO 301, BBA Core

University of Michigan, Ross School of Business

· Business Analytics and Statistics (5/5)

Instructor, TO 899, Graduate Seminar

University of Michigan, Ross School of Business

· Mixed Methods Approaches to Knowing the Field (4.83/5)

Adviser, Action-Based Learning Projects

University of Michigan, Tauber Institute for Global Operations

· Amazon Process Safety

· GE Digital Transformation - 2nd Place in Tauber Spotlight Competition

· Stanley Black and Decker Industry 4.0 Transformation

PhD Students Clare Snyder (Adviser, 2020 - Present), Co-Advised with Stephen Leider.

Mrudula Nujella (Committee Member, 2018 - Present), Advised by Jane Dutton and Lance Sandelands.

Lyndon Garrett (Committee Member, 2015-2017), Advised by Gretchen Spreitzer and Lance Sandelands.

· Academic Position: Assistant Professor, Carroll School of Management, Boston College

Service and Professional Activities

Researcher - *Management Science* Replication Project, 2020-2022

Cluster Chair - INFORMS Annual Meeting

Session Chair - POMS, INFORMS Annual Meetings

Reviewer - *Management Science*, *MSOM*, *POMS*, *Organization Science*, *Strategic Management Journal*, *Service Science*, *American Behavioral Scientist*, *Journal of Computer-Mediated Communication*, *Journal of Business Research*

TO Seminar Coordinator- 2019-2020, 2020-2021

Committee Member - Faculty Recruitment (2018), CVC (2017-2018, 2018-2019), DEI (2020 - 2021)

Professional Experience

High School Mathematics Teacher, 2008 - 2011 (Teach For America)

KAPPA International High School, Bronx, NY