

Scott D. Schanke

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Academic Appointment

University of Wisconsin-Milwaukee, Lubar School of Business
Assistant Professor of Information Technology Management

Minneapolis, MN
Summer 2021- Present

Education

University of Minnesota, Carlson School of Management
PhD in Business Administration (Information & Decision Science)
• **Advisors:** Gautam Ray, Gordon Burtch

Minneapolis, MN
Fall 2016-Spring 2021

University of Minnesota, Carlson School of Management
B.S.B. in MIS and Finance, (with Honors)

Minneapolis, MN
Fall 2007-Spring 2012

Research Interest

- **Areas:** Future of Work, A.I., Chatbot Design, Social Media, Linguistics
- **Methodology:** Field Experiments, Natural Language Processing, Machine Learning, Econometrics

Completed Manuscripts

- **Estimating the Impact of ‘Humanizing’ Customer Service Chatbots**
(*Forthcoming ISR Future of Work Special Issue*)
 - **Authors:** Scott Schanke, Gordon Burtch, Gautam Ray
 - Winner of Runner Up Best Student Paper INFORMS CIST 2019
 - MSI Research Priorities Grant
 - MSI Working Paper Series
- **Experimental Evidence of the Effect of Politeness on Social Media Advertising Efficacy**
(*Invited for Re-submission to Management Science*)
 - **Authors:** Scott Schanke, Gordon Burtch, Gautam Ray
 - Winner of Runner Up Best Conference Paper INFORMS CIST 2018
- **Style and Content of Firm-Generated Posts on Social Media**
(*In Preparation for Submission*)
 - **Authors:** Scott Schanke, Gautam Ray, Gedas Adomavicius, Mihir Wagle
- **Chatbot Deception and its Influence on Purchase Intention**
(*Under Review*)
 - **Authors:** Lennay Chapman (Barauch College), David Luna (UCF), Ana Valenzuela (Barauch College), Scott Schanke
- **Digital Lyrebirds: Experimental Evidence of Voice Based Deep Fakes’ Influence on AI Trust**
(*In Preparation for Submission*)
 - **Authors:** Scott Schanke, Gordon Burtch, Gautam Ray
 - Third Paper in Dissertation

Upcoming Projects

- **Chatbot Personality Congruence**
(*Data Collection*)
 - **Authors:** Scott Schanke, Gordon Burtch, Gautam Ray
 - MSI Research Priorities Grant
 - Carlson School of Management Dean’s Small Grant Winner (\$10,000)
- **Efficacy of Chatbot Personality Customization**
(*Data Collection*)
 - **Authors:** Scott Schanke, Gordon Burtch, Gautam Ray
 - IRB Approval

Grants

- **Carlson School of Management Dissertation Fellowship**
 - *Fall 2020-Spring 2021 (\$28,000)*
 - Selectively Awarded to Top Graduate Students at the Carlson School in their final year
- **Carlson School of Management Dean's Small Grant**
 - *Spring 2020-Spring 2021 (\$10,000)*
 - Awarded for grant 'Estimating the Economic Returns to "Humanizing" Autonomous Customer Service Agents'
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **Alfred P Sloan Foundation**
 - *Fall 2019 NBER Young Scholars Workshop on AI (\$400)*
 - Selectively Awarded Travel grant to participate in AI Workshop in Toronto
- **Marketing Science Institute**
 - *Research Priorities Grant Competition 2018-2020 (\$10,000)*
 - Awarded for grant 'Estimating the Economic Returns to "Humanizing" Autonomous Customer Service Agents'
 - **Co-Authors:** Gordon Burtch, Gautam Ray
 - **Announcement:** <https://www.msi.org/articles/awards-announced-in-msi-research-grant-competition/>
- **Carlson School of Management Summer Fellowship**
 - *Four-Time Recipient, Summer 2017-Summer 2020 (\$20,000)*
 - Awarded to Graduate Students, in good standing, for Summer Projects
- **Carlson School of Management Travel Fellowship**
 - *Two-Time Recipient, Fall 2018, Fall 2019 (\$1,500)*
 - Awarded to Graduate Students, presenting at Premier Field Conferences

Refereed Conference Presentations

- **America Marketing Association Summer Conference**
 - *San Francisco, California, August 2020*
 - "Estimating the Impact of 'Humanizing' Customer Service Chatbots,"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **Winter Conference on Business Intelligence**
 - *Salt Lake City, Utah, March 2020 (Cancelled due to Covid-19)*
 - "Estimating the Impact of 'Humanizing' Customer Service Chatbots,"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **Conference on Artificial Intelligence, Machine Learning and Business Analytics**
 - *Philadelphia, Pennsylvania, December 2019*
 - "Estimating the Impact of 'Humanizing' Customer Service Chatbots,"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **INFORMS Conference on Information Systems and Technology**
 - *Seattle, Washington, October 2019*
 - "Estimating the Impact of 'Humanizing' Customer Service Chatbots,"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **Statistical Challenges in Electronic Commerce Research**
 - *Hong Kong, June 2019*
 - "Estimating the Impact of 'Humanizing' Customer Service Chatbots,"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **INFORMS Conference on Information Systems and Technology**
 - *Phoenix, Arizona, November 2018*
 - "The Effect of Politeness on Social Media Advertising Compliance"
 - **Co-Authors:** Gordon Burtch, Gautam Ray
- **Winter Conference on Business Intelligence**
 - *Salt Lake City, Utah, March 2013 Presented by Mihir Wagle*
 - "To Be Professional or To Be Fun? A Study of Corporate Engagement on Facebook"
 - **Co-Authors:** Gautam Ray, Gedas Admonivicious, Mihir Wagle

Invited Talks

INFORMS

- *Washington D.C, October 2020 (Expected)*
 - “Experimental Evidence of the Effect of Politeness on Social Media Advertising Efficacy,”
 - **Co-Authors:** Gordon Burtch, Gautam Ray

Production and Operations Management Society Conference

- *Minneapolis, Minnesota, April 2020 (Cancelled due to Covid-19)*
 - “Estimating the Impact of ‘Humanizing’ Customer Service Chatbots,”
 - **Co-Authors:** Gordon Burtch, Gautam Ray

INFORMS

- *Seattle, Washington, October 2019*
 - “Estimating the Impact of ‘Humanizing’ Customer Service Chatbots,”
 - **Co-Authors:** Gordon Burtch, Gautam Ray

Information Systems Research Special Issue Workshop

- *Chattanooga, Tennessee, July 2019*
 - “Estimating the Impact of ‘Humanizing’ Customer Service Chatbots,”
 - **Co-Authors:** Gordon Burtch, Gautam Ray

Industry Presentations

Minnebar 2018-Let’s Build a Chatbot

- *Best Buy Headquarters, Richfield, MN, April 2018*
 - Presentation to Industry Leaders about Chatbot Technical Architecture
 - Discussed successes of chatbot implementation at Century College
 - **Co-Presenters:** Randy Lafoy

MN Bot Makers Meetup-"Alexa, talk like Trump"

- *St Paul, MN, February 2018*
 - Presentation to bot enthusiasts in the Twin Cities about an API service and Alexa Skill I created
 - Discussed architecture, and live demo
 - **Event:**<https://www.meetup.com/MN-Bot-Makers/events/xchwjpyxdbbc/>

Minneanalytics-FARCON 2017

- *Minneapolis, MN, August 2017*
 - Presentation to Industry Leaders about Using Machine Learning for Social Media Analytics
 - The Style and Content of Firm-Generated Posts on Social Media

Teaching

Courses Taught.....

IDSC 3103 – Data Modeling and Database

- *Fall 2018, Fall 2019*
 - Taught Relational Database Principles, ER Diagramming and SQL
 - **Technology:** MySQL
 - **Ratings:** (Fall 2018 5.49/6), (Fall 2019: 5.34/6)
 - **2019-2020 CSOM Teaching Award Winner**

Teaching Assistant.....

- **MSBA 6320:** Data Management, Databases, and Data Warehousing
- **MSBA 6330:** Harvesting Big Data
- **MBA 6240:** Competing in a Data-Driven Digital Age
- **IDSC 3103:** Data Modeling and Databases
- **IDSC 4210:** Interactive Data Visualization

Guest Lectures.....

PhD Student Brown Bag

- *Minneapolis, Minnesota, February 2020*
 - Field Experiments, A Student’s Guide
 - Discussed strategies, successes and failures working with industry as a PhD student

Undergraduate Business Analytics Club - R Bootcamp

- *Minneapolis, Minnesota, September 2018*
 - 2hr hands on primer in R for undergrads majoring in analytics, before they begin their programming courses

PhD Student Brown Bag

- *Minneapolis, Minnesota, November 2017*
 - Econometric Models

MSBA 6330 Big Data Analytics

- *Minneapolis, MN, October 2016*
 - Led hands-on instruction of big data cloud infrastructure
 - Amazon Elastic MapReduce main technology discussed

MSBA 6320 Data Management, Databases, and Data Warehousing

- *Minneapolis, MN, September 2016*
 - Taught class on table joins

Work Products.....

- **Vagrant Big Data Desktop:** Developed Hadoop virtual machine using Vagrant, providing students a work space for course instruction, synced with git. Used in MSBA 6330 since 2017.

Professional Work Experience

Accenture

- *Technology Consultant* **Minneapolis, MN**
December 2014- August 2016
 - Specialized in New and Emerging Technology Architectures & DevOps
 - Technology Lead Fortune 100 Retailer's Enterprise Big Data Analytics Platform
 - Set up DevOps pipeline and infrastructure for build out of new data service for Fortune 100 retailer
 - Worked directly for Fortune 100 Retailer's Senior Director of IT Security to neutralize enterprise security threat

Accenture

- *Systems Integration Analyst* **Minneapolis, MN**
June 2012- December 2014
 - Tech Lead for Fortune 50 Retailer's implementation of POS system for a 133 new store roll out
 - As tech lead directed work for 2 onshore and 5 offshore resources

IBM

- *Federal Finance Coop* **Washington D.C.**
Dec 2010- August 2011
 - Responsible for technology project financial reporting for government projects

Consulting & Industry Outreach

SayKid

- *Advisor/Developer* **Minneapolis, MN**
May 2018- Present
 - First Voice Interactive Learning Platform designed for Pre-K
 - Working with Top 10 US Based Early Childhood Chain with Product Pilot
 - 2020 Finalist Amazon Ed Tech Skills Challenge
 - 2020 American Inno Top 20 Minneapolis companies to watch 2020
 - 2019 Harvard Graduate School of Education Zaentz Innovation Challenge Finalist
 - 2019 Futurebound Early Education Acceleration Lab Cohort Colorado

We Sparkle

- *Advisor/Developer* **Minneapolis, MN**
February 2018-Present
 - Developed Digital Chatbot Product to help Entrepreneurs manage appointment bookings through Facebook Messenger
 - 2020 American Inno Top 20 Minneapolis companies to watch in Minneapolis
 - 2019 Minnesota Cup Impact Division Winner - (People's Choice winner)

Minnesota State College & Universities

- *Advisor* **Minneapolis, MN**
September 2017-December 2019
 - Advising Development and Design of text based Chatbot used for university course searches and FAQs
 - Winner of \$250,000 grant from state for development

Bellies to Babies

- *Developer/Data Analyst* **Minneapolis, MN**
September 2017-December 2019
 - Developed chatbot for used clothing buyback process
 - Data Analysis for Digital Marketing Campaigns

Service & Memberships

- **Ad-hoc Reviewer:** MIS Quarterly, Information Systems Research, CIST, ICIS, HICSS
- **Positions of Responsibility:**
 - Council of Graduate Students (Carlson School of Management Representative)
 - Students At Carlson (IS Dept Representative)
- **Member:** INFORMS ISS, AIS
- **Session Chair:** CIST 2019 Labor Track

Skills

- **Programming Languages:** Python, JavaScript, Java, C++, Bash, Batch, SQL, Powershell, VBScript, Ruby
- **Statistics Software:** R, Stata
- **Frameworks & Tools:** Django, React, Chef, Vagrant, Docker
- **Data:** Hadoop, Hive, MongoDB, Redis
- **Servers:** Ubuntu, RedHat, Centos, Windows Server 2008
- **Cloud Platforms:** Google Cloud Platform, Amazon, Heroku
- **Voice/NLP Platforms:** Alexa ASK, Google DialogFlow

Personal

- **Hometown:** Neenah, Wisconsin
- **Citizenship:** United States

References

Gautam Ray (Advisor)

University of Minnesota Carlson School of Management

(Professor, Information & Decisions Sciences)

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Gordon Burtch (Co-Advisor)

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University of Minnesota Carlson School of Management

(Professor, Information & Decisions Sciences)

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