

Samantha M. Keppler  
Stephen M. Ross School of Business  
University of Michigan  
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**Employment** 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**  
Resource acquisition and mobilization  
People-centric operational processes  
Operations of social impact institutions

**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. 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 Under Review or Revision

2. Keppler, S.M. Employee-Based Resource Networks in the Upside-Down Institution. Major Revision, *Organization Science*.
  - Presented at the Manufacturing and Service Operations Conference (MSOM) Dallas, TX. July 2018.
  - Presented at the Production and Operations Management (POMS) Annual Conference, Houston, TX. May 2018.
3. Keppler, S.M., Leonardi, P.M. & Smilowitz, K.R. Trust in Non-Contractual Resource Relationships. Reject and Resubmit, *Manufacturing and Service Operations*, special issue in *People-Centric Operations*.
  - To be presented at the Production and Operations Management (POMS) Annual Conference, Washington DC. May 2019.
  - To be presented at the Behavioral Operations Conference Young Scholars Workshop, Eindhoven, NL. July 2019.

#### Manuscripts in Preparation for Submission

4. Keppler, S.M. & Leonardi, P.M. Asking for Knowledge with Relational Confidence: Targeted Learning and Attending on Social Technologies at Work.
  - 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.

5. Keppler, S.M. Unequal Employee Access to Outside Resources.  
· Presented at the Academy of Management Annual Meeting, Atlanta, GA. August, 2017.
6. Keppler, S.M., Organizational Resourcing Under Threat.  
· Presented at the Academy of Management Annual Meeting, Atlanta, GA. August, 2017.

### Published Conference Proceedings

7. Keppler (Meyer), S.R., Pierce, C.S., Kou, Y., Leonardi, P.M., Nardi, B.A., & Bailey, D.E. (2015, January). Offshoring Digital Work, But Not Physical Output: Differential Access to Task Objects and Coordination in Globally Distributed Automotive Engineering and Graphic Design Work. In *Digital and Social Media, 2015. HICSS. Proceedings of the 48th Annual Hawaii International Conference on System Sciences*. IEEE.

### Projects in the Development Stage

- Mentoring and Employee Turnover Snowballs. With Damian Beil (University of Michigan - Ross) and Stefanus Jasin (University of Michigan - Ross).
- The Effects of Resource Network Visibility in Public School Systems: A Field Experiment. With Ryan Buell (Harvard Business School).
- Breadth or Depth in Portfolios of Person-Based Resource Relationships. With Bailey Fosdick (Colorado State - Statistics).
- Inequality in School Resource Landscapes: Counteracting Strategies. With Andrea Prado Tuma (RAND Corporation - Education Policy).
- Governance Structures and Institutional Cooperation. With Christine Beckman (USC - School of Public Policy).
- Advice Seeking and Learning in Dynamic Teams. With Bill Lovejoy (University of Michigan - Ross).
- Unequal School Access to Educational Technologies. With Jun Li (University of Michigan - Ross).

### 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 899, Graduate Seminar*  
University of Michigan, Ross School of Business  
· Mixed Methods Approaches to Knowing the Field (4.83/5)

*Instructor, TO 301, BBA Core*  
University of Michigan, Ross School of Business  
· Business Analytics and Statistics (5/5)

*Adviser, Action-Based Learning Projects*  
University of Michigan, Tauber Institute for Global Operations  
· Amazon Process Safety (3.83/4)  
· GE Digital (ongoing)

### PhD Students

1. Mrudula Nujella (Committee Member, 2018 - Present), Advised by Jane Dutton and Lance Sandelands.
2. 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**

- ICOS Co-Organizer - Winter 2016
- Committee Member - Faculty Recruitment (Fall 2018), CVC (2017-2018, 2018-2019)
- Session Chair - POMS, AOM, INFORMS Annual Meetings
- Reviewer - American Behavioral Scientist, Journal of Computer-Mediated Communication, Journal of Business Research, Strategic Management Journal, Management Science

## **Professional Experience**

High School Mathematics Teacher, 2008 - 2011 (Teach For America)  
*KAPPA International High School, Bronx, NY*

**Technical Skills** VBA, R, C#, LaTeX, Gephi, Kumu, NVivo, MATLAB