OZAN OZDEMIR

Department of Accounting and Business Analytics,   ozan@ualberta.ca
University of Alberta   Google Scholar

I am a 5th-year PhD candidate in Operations and Information Systems at the University of Alberta. My research interest lies in digital marketing. I conduct behavioral marketing research using text analysis and behavioral experiments to explore human-technology interactions and digital communication in consumer-to-consumer and business-to-consumer contexts. My dissertation focuses on virtual influencer-consumer interactions on social media platforms. In particular, I investigate the effects of the visual and verbal anthropomorphism of virtual influencers on consumer responses such as brand attitudes, credibility perceptions, and engagement.

EDUCATION

UNIVERSITY OF ALBERTA, Alberta School of Business, Edmonton, AB   [2019 –   ]
PhD in Operations and Information Systems with a minor in Marketing

UNIVERSITY OF ROCHESTER, Simon Business School, Rochester, NY   [2012 – 2013]
Master of Science in Manufacturing Management

TOBB UNIVERSITY OF ECONOMICS AND TECHNOLOGY, Ankara, Turkey   [2005 – 2010]
Bachelor of Science in Business Administration with Honors

RESEARCH

PUBLICATIONS

Ozdemir, O., Kolfal, B., Messinger P. R., and Rizvi, S. (2023). Human or virtual: How influencer type shapes brand attitudes. *Computers in Human Behavior, 145*. https://doi.org/10.1016/j.chb.2023.107771

Messinger, P. R.., Ge, X., Smirnov, K., **Ozdemir, O.**, and Karabulut, F. (*forthcoming*). A framework of the extended self in the metaverse: Visual self-representation in avatar-mediated environments. In Russell Belk and Ayala Ruvio (Eds.), *Handbook of Consumption and Identity.* Routledge

Ozdemir, O. and Karabulut, F. (2017). Online Crowdfunding for Social Ventures: Benefits Beyond Fundraising. In H. Kapucu & C. Bektur (Eds.), *Current Debates in Accounting & Finance,* (pp. 153-176). London: IJOPEC.

MANUSCRIPTS IN THE REVIEW PROCESS

Ozdemir O., Messinger, P. R., and Karabulut, F. "Creating Successful Brand Endorsement Campaigns with Virtual Influencers" *Revise and Resubmit, Journal of Retailing*

KNOWLEDGE MOBILIZATION

Ward, L. (2023, June 17) "Influencers Don't Have to Be Human to Be Believable," *The Wall Street Journal.* Available at https://www.wsj.com/articles/virtual-influencers-social-media-advertising-9cabecd2. (About our paper "Human or virtual: How influencer type shapes brand attitudes", *Computers in Human Behavior.*)

CONFERENCE PRESENTATIONS (***** indicates the presenter)

Ozdemir, O.*, Kolfal, B., Messinger P. R., and Rizvi, S. (2023, March). Human or Virtual: How Influencer Type Shapes Brand Attitudes. In: Society for Consumer Psychology Conference.; March 2-4, 2023; San Juan, Puerto Rico.

Ozdemir, O.* and Karabulut, F. (2017, December). Online Crowdfunding for Social Ventures: Benefits Beyond Fundraising. In: 6th International Conference on Current Debates in Social Sciences.; December 14-16, 2017; Istanbul, Turkey.

Ozdemir, O.* and Karabulut, F. (2017, April). Online Crowdfunding as A Marketing Tool: The Case of Non-Profit Organizations [abstract]. In: 3rd International Conference on Social Sciences and Education Research.; April 27-29, 2017; Rome, Italy.

Karabulut, F.* and Ozdemir, O. (2017, April). The Effect of Reference Groups on Consumer Buying Behavior: The Intermediary Role of Social Media [abstract]. In: 3rd International Conference on Social Sciences and Education Research.; April 27-29, 2017; Rome, Italy.

TEACHING

UNIVERSITY OF ALBERTA, Alberta School of Business, Edmonton, AB
Lab Instructor – MGTSC 501 Data Analysis & Decision Making   [FALL 2021]
- Section 1 – median student rating of instructor excellence: 4.5/5.0
- Section 2 – median student rating of instructor excellence: 4.2/5.0
- Section 3 – median student rating of instructor excellence: 4.5/5.0
Lab Instructor – MGTSC 501 Data Analysis & Decision Making   [FALL 2022]
- Section 1 – median student rating of instructor excellence: 4.5/5.0
- Section 2 – median student rating of instructor excellence: 4.6/5.0
- Section 3 – median student rating of instructor excellence: 4.7/5.0

ACADEMIC AND PROFESSIONAL EXPERIENCE

AKSARAY UNIVERSITY, Aksaray, Turkey
Researcher – Department of Management Information Systems   [February 2015 – August 2019]

THE BORUSAN GROUP, Istanbul, Turkey
Business Analyst Intern   [April 2010 – August 2010]

HALKBANK INC., Ankara, Turkey
Business Analyst Intern   [January 2009 – May 2009]

SIEMENS INC., Istanbul, Turkey
Business Analyst Intern   [January 2008 – May 2008]

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association

SERVICE

- Student Exchange Program Coordinator, Aksaray University   [2015 – 2019]
- Undergraduate Student Supervisor, Aksaray University   [2015 – 2019]
- Exam Program Coordinator, Aksaray University   [2015 – 2019]

HONORS & AWARDS

- Mary Louise Imrie Graduate Student Award   [2022 – 2023]
- Graduate Student Association Academic Travel Grant, University of Alberta   [2023 – 2023]
- Business PhD Graduate Fellowship, University of Alberta   [2019 – 2024]
- Graduate Fellowship, Republic of Turkey, Ministry of National Education   [2011 – 2013]

- National Team Member Scholarship by the Turkish Government [2005 – 2010]
- Bachelor's Degree Fellowship, TOBB University of Econ.&Tech. [2005 – 2010]

RELEVANT COURSEWORK AND SKILLS

COURSEWORK
- Consumer Behavior *(Gerald Häubl)*
- Marketing Models *(Paul Messinger)*
- Research Methodology *(Kangkang Wang)*
- Multivariate Data Analysis *(Ivor Cribben)*
- Experimental Design for Behavioral Research *(Gerald Häubl)*
- Design and Analysis of Experiments *(Adam Kashlak)*
- Predictive Business Analytics *(Mostafa Rezaei)*
- Natural Language Processing *(Bora Kolfal)*

SKILLS AND TOOLS
- Python
- R
- Text Analysis
- NLP
- Qualtrics