OZAN OZDEMIR

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University of Alberta   [Google Scholar](#)

EDUCATION

UNIVERSITY OF ALBERTA, Alberta School of Business, Edmonton, AB, Canada   Aug 2024 (expected)
Ph.D. in Operations and Information Systems (minor in Marketing)

UNIVERSITY OF ROCHESTER, Simon Business School, Rochester, NY, USA   2013
M.S. in Business Administration

TOBB UNIVERSITY OF ECONOMICS AND TECHNOLOGY, Ankara, Turkey   2010
B.S. in Business Administration with Honors

ACADEMIC POSITIONS

UNIVERSITY OF ALBERTA, Alberta School of Business, Edmonton, AB, Canada   Sep 2024 (expected)
- Postdoctoral Fellow in Marketing

AKSARAY UNIVERSITY, Business School, Aksaray, Turkey   2015 – 2019
- Research Associate

RESEARCH INTERESTS

- Digital Marketing
- Human-Technology Interaction
- Word-of-Mouth
- Social Media Marketing

PEER-REVIEWED 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
(ABDC Ranking: A; impact factor: 9.9)

- Media Coverage: Ward, L. (2023, June 17) "[Influencers Don't Have to Be Human to Be Believable](#)," *The Wall Street Journal*.

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*

SELECTED RESEARCH IN PROGRESS

"The Role of Form and Behavioral Realism in Virtual Influencer Endorsements" with Paul Messinger; *Data Collection in Progress, 3 studies completed; dissertation essay 1.*

"Negative reviews and religious review readers" with Katharine Howie, Katie Lafreniere, and Rhiannon MacDonnell Mesler; *Data Collection in Progress, 2 studies completed.*

BOOK CHAPTERS

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.

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 EXPERIENCE

UNIVERSITY OF ALBERTA, Alberta School of Business, Edmonton, AB
UNDERGRADUATE
- Instructor – MARK 201 Introduction to Marketing, FALL 2024 (upcoming)
- Instructor – MARK 201 Introduction to Marketing, WINTER 2025 (upcoming)

GRADUATE
- Instructor – MGTSC 501 Data Analysis & Decision Making Lab, 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
- Instructor – MGTSC 501 Data Analysis & Decision Making Lab, 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

PROFESSIONAL AFFILIATIONS

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

PROFESSIONAL SERVICES

- Behavioral lab study coordination, Alberta School of Business   2021
- Ad hoc reviewer: Health Care Management Science   2020
- Instructor, "HMM in Marketing Research" OIS Group workshop   2020
- Student Exchange Program Coordinator, Aksaray University   2015 – 2019
- Undergraduate Student Supervisor, Aksaray University   2015 – 2019
- Exam Program Coordinator, Aksaray University   2015 – 2019

HONORS & AWARDS

•	FGSR Graduate Student Award	2022 – 2023
•	GSA 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

SELECTED DOCTORAL 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)*

REFERENCES

Paul R. Messinger
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APPENDIX: SELECTED ABSTRACTS

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

As social media has grown, firms have increasingly sought endorsements from social media influencers rather than traditional celebrity endorsements. Technological advancements in computer-generated imagery have led to the emergence of a particular new type of social media influencer: virtual influencers. Virtual influencers offer advantages over human influencers because they have no physical limitations and their images are more easily controlled. It remains to be seen, however, whether virtual influencers can be as effective as human influencers in generating a positive brand attitude. Five experimental studies reveal that virtual influencers are not as effective as their human counterparts. The underlying process driving this effect is the perceived lack of credibility of virtual influencers compared to their human counterparts, which, in turn, leads to a less positive attitude toward the brands

that they endorse. This research, however, identifies a boundary condition: when virtual influencers use rational language (rather than emotional language) in their endorsements, the effect of influencer type on credibility perceptions of the influencers and attitude toward brands is eliminated.

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

The prevalence of virtual agents across various sectors has led to the emergence of virtual influencers on social media platforms as computer-generated alternatives to human social media influencers. This research sheds light on the factors influencing virtual influencers' effectiveness in brand endorsements by examining the effect of the influencer's form realism on brand outcomes, as well as the interplay between the influencer's form realism and the domain of the endorsed product (i.e., physical vs. digital). Four experiments show that form realism and product domain realism affect virtual influencers' effectiveness as brand endorsers. Virtual influencers with high (vs. low) form realism generate more positive brand outcomes because they are perceived as having higher proximal sensory capabilities (i.e., taste, smell, touch). However, the positive effect of form realism on brand outcomes disappears for the endorsements of digital products. This research contributes to the literature by examining an emerging influencer type within the brand endorsement context. This research also offers practical implications for retailers who collaborate with virtual influencers to promote their brands and products, particularly regarding selecting the right influencer and crafting effective endorsement content.