

# DICLE YAGMUR OZDEMIR

Department of Technology and Operations Management  
Rotterdam School of Management  
Erasmus University Rotterdam, 3062 PA Rotterdam, Netherlands

✉ ozdemir@rsm.nl  
🌐 [dyagmurozdemir.github.io](https://dyagmurozdemir.github.io)

## EDUCATION

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<b>The University of Texas at Dallas</b> , Richardson, TX Ph.D. in Management Science (Information Systems) Advisor: Sumit Sarkar	2017 - 2023
<b>Sabanci University</b> , Istanbul, Turkey M.S. in Industrial Engineering	2015 - 2017
<b>Istanbul Technical University</b> , Istanbul, Turkey B.S. in Industrial Engineering	2010 - 2014

## PROFESSIONAL EXPERIENCE

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<b>Erasmus University Rotterdam</b> , Netherlands Assistant Professor	September 2023 - Present
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## RESEARCH INTERESTS

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**Topics:** User-Generated Content, Social Media, Gen-AI in Healthcare, Recommender Systems  
**Methodologies:** Econometrics, Machine Learning, Text-Mining, Optimization

## RESEARCH

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**Dissertation Title:** Essays on Novelty in Online Reviews  
**Committee:** S. Sarkar, H. Singh, S. Menon, A. Zentner

### Papers Under Review

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. "The Role of Review Dissimilarity and Volume on Consumers' Decision Making: An Empirical Investigation of Restaurant Reviews."

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner "What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health."

### Working Papers

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. "Credibility, Novelty, and Helpfulness in Online Reviews."

**Ozdemir, D. Y.**, S. Sarkar. "Axiomatic Characterization of Novelty for Textual Content."

**Ozdemir, D. Y.**, S. Sarkar "Tell Me Something New: Selecting Novel Online Reviews."

## PRESENTATIONS AND INVITED TALKS

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### REFEREED CONFERENCE PRESENTATIONS

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. The Axiomatic Characterization of Novelty, *Workshop on Information Technologies and Systems (WITS)*, December, 2024, Bangkok, Thailand

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner. What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health, *Workshop on Information Systems and Economics (WISE)*, December, 2024, Bangkok, Thailand

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner. What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health, *Statistical Challenges in Electronic Commerce Research (SCECR)*, June, 2024, Lisbon, Portugal

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner. What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health, *Conference on Health IT and Analytics (CHITA)*, May, 2024, Washington, D.C.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Credibility, Novelty, and Helpfulness in Online Reviews, *International Conference on Information Systems (ICIS)*, December, 2021, Austin, TX

**Ozdemir, D. Y.** Online Review Selection with Maximized Novel Information, *Conference on Information Systems and Technology (CIST)*, October, 2021, Newport Beach, CA.

**Ozdemir, D. Y.** Tell Me Something New: Online Review Selection and Review Novelty, *Workshop on Information Technologies and Systems (WITS)*, December, 2020

**Ozdemir, D. Y.**, S. Sarkar. Novelty Detection in Online Reviews and Review Helpfulness, *Winter Conference on Business Analytics (WCBA)*, March, 2019, Snowbird, UT.

### **INVITED TALKS**

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner. What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health, *INFORMS Annual Meeting*, October, 2024, Seattle, WA.

**Ozdemir, D. Y.**, M. Ayvaci, A. Zentner. What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health, *ZEW – Leibniz-Zentrum für Europäische Wirtschaftsforschung*, September, 2024, Mannheim.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *Tilburg University*, December, 2022.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *Nova School of Business and Economics*, December, 2022.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *Catolica Lisbon School of Business and Economics*, December, 2022.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *University of Illinois Urbana-Champaign*, December, 2022, Champaign, IL.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *Erasmus University Rotterdam*, December, 2022.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *Oklahoma State University*, December, 2022, Stillwater, OK.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. Novelty in Restaurant Reviews: The Impact on Businesses and Consumers, *INFORMS Annual Meeting*, October, 2022, Indianapolis, IN.

**Ozdemir, D. Y.**, H. Singh, S. Sarkar. The New and the Reliable: Novelty, Credibility, and Helpfulness in Online Reviews, *INFORMS Annual Meeting*, October, 2021, Anaheim, CA.

**Ozdemir, D. Y.** Tell Me Something New: Online Review Selection and Review Novelty, *INFORMS Annual Meeting*, October, 2020.

**Ozdemir, D. Y.**, S. Sarkar. Novelty Detection in Online Reviews and Review Helpfulness, *INFORMS Annual Meeting*, October, 2019, Seattle, WA.

### **TEACHING EXPERIENCE**

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## **INSTRUCTOR, ERASMUS UNIVERSITY ROTTERDAM**

Data Management and Ethics,

Enrollment: 124, Instructor Evaluation: 4.2/5.00

Fall 2024

Programming for Managers,

Enrollment: 65, Instructor Evaluation: 4.8/5.00

Spring 2024

## **INSTRUCTOR, THE UNIVERSITY OF TEXAS AT DALLAS**

Object-Oriented Programming,

Enrollment: 56, Instructor Evaluation: 4.75/5.00

Spring 2023

Introduction to Programming,

Enrollment: 43, Instructor Evaluation: 4.80/5.00

Spring 2023

Enrollment: 60, Instructor Evaluation: 4.82/5.00

Fall 2022

Enrollment: 60, Instructor Evaluation: 4.90/5.00

Fall 2021

Enrollment: 59, Instructor Evaluation: 4.54/5.00

Fall 2020

## **TEACHING ASSISTANT, THE UNIVERSITY OF TEXAS AT DALLAS**

**PhD:** Advanced Topics in Knowledge Management

**MBA/MS:** Database Foundations for Business Analytics, Healthcare Informatics, Information Technology for Management, Managing IT in the Analytics Age, User Experience Design, Business Analytics with SAS

**Undergraduate:** Object-Oriented Programming, Introduction to Programming, Information Technology for Business

## **TEACHING ASSISTANT, SABANCI UNIVERSITY**

**Undergraduate:** Simulation

## **HONORS AND AWARDS**

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The University of Texas at Dallas, Dean's Excellence Scholarship 2022

The University of Texas at Dallas, Best Student Teacher Award Nomination 2022

The University of Texas at Dallas, JSOM Three Minute Dissertation Competition, 2<sup>nd</sup> place 2021

The University of Texas at Dallas, President's Teaching Excellence Award Nomination 2021

The University of Texas at Dallas, JSOM PhD Scholarship, (Full tuition waiver + Stipend for 5 years) 2017

Sabanci University Faculty of Engineering and Natural Sciences Best Teaching Assistant Award 2016

Sabanci University Graduate Scholarship (Full tuition fee waiver + Stipend for 2 years) 2015

High Honor List, Sabanci University Spring 2015 - 2016

Honor List, Istanbul Technical University Fall 2012 - 2014

## COMPUTER SKILLS

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Python, Stata, R, MATLAB, Java, MySQL, Ample, GAMS, Arena, Minitab, LATEX

## PROFESSIONAL SERVICES AND ASSOCIATIONS

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**Membership:** Association for Information Systems (AIS), Institute for Operations Research and the Management Science (INFORMS), Information Systems Society of INFORMS

**Reviewed articles/papers for** Management Science, Information Systems Research, Production and Operations Management, Transactions on Management Information Systems, Electronic Commerce Research and Applications, Information Technology and Management, Conference on Information Systems and Technology (CIST) Proceedings in 2024, International Conference on Information Systems (ICIS) Proceedings in 2023, 2022, 2021, 2020, European Conference on Information Systems (ECIS) Proceedings in 2022, Workshop on Information Technology and Systems (WITS) 2022

**Associate Editor for** Information Technology and Management