

SIBEL SOZUER

(Updated: December 2023)

University of North Carolina at Chapel Hill, Kenan-Flagler Business School
4520 McColl Building
300 Kenan Dr, Chapel Hill, NC 27599, USA

E-mail: sibel_sozuer@kenan-flagler.unc.edu
Website: www.sibelsozuer.com

EDUCATION

Columbia Business School, New York, NY USA

Ph.D. in Marketing, 2023
M.Phil. in Marketing, 2021

Bilkent University, Ankara, TURKEY

M.S. in Industrial Engineering, 2012
B.S. in Industrial Engineering, 2010

PROFESSIONAL EXPERIENCE

Kenan-Flagler Business School, University of North Carolina at Chapel Hill, USA

Assistant Professor, July 2023 – present

Vestel, Istanbul, TURKEY

Marketing Expert, October 2012 – March 2017

HONORS AND AWARDS

Deming Center Doctoral Fellowship, Columbia Business School, 2022

Lead Teaching Fellow, Columbia Center for Teaching and Learning, 2021-2022

Luxury Education Foundation Award, Columbia Business School, 2021

ISMS Doctoral Consortium Fellow, INFORMS Society for Marketing Science, 2020 and 2021

Shankar-Spiegel Dissertation Proposal Award, Marketing EDGE, 2020

ISMS Early Stage Research Grant, INFORMS Society for Marketing Science, 2020

NLP and ML Support Grant, Columbia Business School, 2019

Paul and Sandra Montrone Doctoral Fellowship, Columbia Business School, 2018 and 2019

Graduate Study Fellowship, TUBITAK (The Scientific and Technological Research Council of Turkey), 2011-2012

Academic Excellence in M.S. Studies, Bilkent University, 2011

Superior Merit Fellowship, TEV (Turkish Educational Foundation), 2008-2011

PUBLICATIONS

Sozuer, S, Carpenter, GS, Kopalle, PK, McAlister, LM, & Lehmann, DR (2020). The Past, Present, and Future of Marketing Strategy. *Marketing Letters*, (31): 163–174.
<https://doi.org/10.1007/s11002-020-09529-5>

WORKING PAPERS

Sozuer S, Netzer O & Krstovski K (2023). **A Recipe for Creating Recipes: An Ingredient Embedding Approach**

Sozuer S, Berk E & Gurler U (2023). **The Newsvendor Problem with Multiple Inputs Under a Carbon Emission Constraint**

RESEARCH IN PROGRESS

Embedding-based Diet Specific Food Recommendation

Coauthors: Oded Netzer and J. Jeffrey Inman

Asymmetries in Cultural Diffusion

Coauthor: Olivier Toubia

INVITED TALKS

Tilburg University, Tilburg School of Economics and Management, November 2022

Erasmus University Rotterdam, Erasmus School of Economics, November 2022

Emory University, Goizueta Business School, October 2022

University of North Carolina at Chapel Hill, Kenan-Flagler Business School, October 2022

Washington University at St. Louis, Olin School of Business, October 2022

Yale University, School of Management, October 2022

University of Utah, David Eccles School of Business, September 2022

CONFERENCE PRESENTATIONS

Journal of Marketing Virtual Symposium: Marketing Impact with Research-Driven Apps, October 2023

Wharton Innovation Doctoral Symposium, University of Pennsylvania, March 2023

Creative Industries Conference, Columbia University, October 2022

Data Science Day, Columbia University, April 2022

Haring Cyber Symposium, Indiana University, April 2021

INFORMS Annual Meeting, November 2020

Marketing Science Conference, Duke University, NC USA, June 2020

TEACHING EXPERIENCE

Instructor, Kenan-Flagler Business School, UNC at Chapel Hill

Principles of Marketing (Undergraduate)

Spring 2024

Teaching Assistant, Columbia Business School

Marketing Core (MBA)

Fall 2021

Fall 2019

Foundations of Innovation (EMBA)

Spring 2020, Summer 2021, Summer 2022

Spring 2021

Digital Marketing (MBA)

Spring 2021, Fall 2021

Pricing Strategies (MBA)

Spring 2021

Intensive Applied Research (MS)

Summer 2020, Fall 2020

Teaching Assistant, Emeritus - CBS Executive Education Online Program

Digital Marketing Intensive Program (EMBA)

Fall 2021

Chief Marketing Officer Program (EMBA)

Fall 2021

Junior Instructor, Columbia University, School of Professional Studies

Entrepreneurship & Innovation: New Product Development (Pre-College)

Summer 2018

Teaching Assistant, Bilkent University

Quantitative Methods in Supply Chain Management

Fall 2010, Fall 2011

Pricing and Revenue Management

Spring 2011, Spring 2012

TEACHING DEVELOPMENT

Event designer and moderator (as Lead Teaching Fellow), Columbia Business School

Guest speakers in MBA classroom (*panelists: Kinshuk Jerath, Melanie Brucks*), Spring 2021

Teaching Assistantship: Expectations, Challenges and Best Practices, Fall 2021

Event speaker, Columbia Center for Teaching and Learning

Intercultural Pedagogy Now: Instructor Perspectives, Spring 2021

Teaching Development Program participant, Columbia Center for Teaching and Learning

Learning Community: Teaching with Embodied Knowledge, Spring 2022

The Essentials of Teaching and Learning Seminar (Creating an Inclusive Course Climate, Backward Design and Learning Objectives, Active Learning, Assessment & Feedback), Fall 2021

Microteaching Workshop, Spring 2021

Evidence-Based Teaching in Science and Engineering Seminar, Spring 2021

Inclusive Teaching Seminar, Spring 2021

Inclusive Teaching: Supporting all students in the college classroom, Spring 2021

(edX Verified Certificate: 97c1fd1331bd4a069cfdb7759ad9d2bc)

RESEARCH INTERESTS

Substantive: Creativity, Ideation, Innovation, Consumer Wellbeing, Recommender Systems, Quantitative Marketing Research

Methodological: Empirical Models, Optimization, Machine Learning, Text Mining, Representation Learning, Unstructured Data

TEACHING INTERESTS

Marketing Core, Foundations of Innovation, Marketing Analytics