

Oguzhan Erdinc

Associate Professor

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[LinkedIn](#) [Research gate](#)

Highlights

- Associate Professor of Industrial Engineering in Bahcesehir University; major teaching and research fields: Ergonomics, Usability, User Experience (UX), Service Management
- Collaborated with scholars & researchers from internationally recognized universities & companies
- Extensive knowledge on ergonomics and UX evaluation methods
- Multi-national program management experience in the USA
- Recognized member of ergonomics and UX communities

Languages

Turkish (*native*), English (*fluent*), Italian (*fluent*)

Teaching & Research Fields

- Human Factors & Ergonomics: Industrial ergonomics / Ergonomics in computer work
- HCI / Usability / User Experience (UX)
- Service Management / Service quality
- Social Responsibility

Education

- 2006 Ph.D. in Industrial Engineering (English), *Marmara University, Istanbul, Turkey*
- 2001 M.Sc.in Industrial Engineering (English), *Marmara University, Istanbul, Turkey*
- 1995 BS (Honors) in Industrial Engineering, *Turkish Air Force Academy, Istanbul, Turkey*

Invited Seminars & Talks

- 2019 UX: The history and questions for the future, World Usability Day, *Bahçeşehir University, 18 November*
- 2018 What is UX? Why it matters? How can we test it? *Anadolu Sigorta Brown Bag Seminars, 5 October*
- 2017 User Experience: An important dimension of digital system quality, *Turkish Air Force Academy 2017 Quality Conference, 11 January 2017*
- 2015 Turkish Version of the CSUQ: Cross cultural adaptation, *Dept.of Computer, Control & Mng. Engineering, Antonio Ruberti at Sapienza Uni. of Rome, Italy*
- 2015 Real-Life Experience Design Stories and Tactics to Make Your Customers Happy, *UXIstanbul Conference*
- 2015 Quality improvement through ergonomics, QUITE approach and methodology *Human Factors Engineering: Improving Production Quality and Minimizing Workplace Injury Risk Conference by Waterloo University Center of Research Expertise for the Prevention of Musculoskeletal Disorders, Toronto, Canada*
- 2014 Use of questionnaires in usability and Turkish version of the IBM CSUQ , *World Usability Day, UXPA Istanbul Chapter, Istanbul*
- 2006 Ergonomic risks in manufacturing, *Yıldız Technical University, Department of Occupational Safety and Health, Istanbul*
- 2004 Musculoskeletal risks and ergonomics in computer work, *MESKA Monthly conferences, KIPLAS, Istanbul*

Methodologies & Tools Developed / Adapted

- Quality Improvement Through Ergonomics (QUITE) Methodology- *Developer*
- Computer System Usability Questionnaire (CSUQ) Turkish Version - *Adapted in collaboration with Dr. James R. Lewis - IBM, USA (published in International Journal of Human Computer Interaction)*
- Cornell Musculoskeletal Discomfort Questionnaire (CMDQ) Turkish Version - *Adapted in collaboration with Prof. Alan Hedge, Cornell Uni., USA (published in WORK)*

Major Courses Offered

Undergrad

- Work Study and Ergonomics
- Digital Interaction and User Experiences (*Course developer*)
- Service Systems Design and Management (*Course developer*)
- Human-Computer Interaction
- Graduation project

Grad

- User Experience in Digital Systems (*Course developer*)
- Service Operations Management (*Course developer*)
- Ergonomics (*Course developer*)
- Human Computer Interaction & User Experience (*Course developer*)

Awards & Promotions

- 2017 Service Completion Badge, *Turkish Air Forces*
- 2014 Distinguished service badge, *Turkish General Staff Command* for services in JSF Program, *Washington DC, USA.*
- 2014 Academic performance promotion for Associate Prof. degree, *Turkish Air Forces*
- 2013 Award for SCI publication, *TUBITAK* (The Scientific and Technological Research Council of Turkey)
- 2010 Award for SCI publication, *TUBITAK*
- 2006 Academic performance promotion for doctorate degree, *Turkish Air Forces*
- 2004 Officer of the year award, *Turkish Air Force Academy*
- 2001 Academic performance promotion for Ind. Eng. MSc. degree, *Turkish Air Forces*
- 1998 Distinguished logistics and administrative service badge, *Turkish Air Forces*

Managerial Experience

- Istanbul Kültür University, Engineering Faculty
2017(July) – 2018 (February) Vice Dean of Faculty
- Turkish Air Force Academy
2016 - 2017 Vice Dean of Faculty (*Retired as Colonel in January 2017*)
- F-35 Joint Strike Fighter (JSF) Program
2011 - 2013 Program Manager, *F-35 JSF Joint Program Office, Arlington, VA, USA*
- Turkish Air Force Academy
2009 - 2010 Department Lead, Dept. Leadership Development
- 2006 - 2009 R&D Manager, Dept. Leadership Development
- 2003 - 2006 Public Relations Manager, Human Resources Selection & Assessment Directorate

Memberships

- Turkish Ergonomics Society
- User Experience Professionals Association (UXPA) – *Global & Istanbul Chapter*
- Circolo Roma – Community of Italians in Istanbul and Friends of Italy

Volunteer Services

- Turkish Education Foundation, Project Volunteer & Mentor
- The Spinal Chord Paralytics Association of Turkey
- UX4SR (UX for Social Responsibility) Research Group (*Founding member*)

Committee & Board Services

- 2019 - *now* Scientific Committee member , *25th National Ergonomics Congress*
- 2017- *now* Strategic Committee member, *UXIstanbul Conference*
- 2015 Scientific Committee member, *International Conference on Value Chain Sustainability (ICOVACS'2015)*

Publications

Journal Papers

International

- published

Lewis, J., Erdinc O., 2017, User Experience Rating Scales with 7, 11, or 101 Points: Does It Matter? *Journal of Usability Studies*, Vol. 12 (2) 73–91.

Erdinc O., Lewis J., 2013, Psychometric evaluation of the T-CSUQ: The Turkish version of the computer system usability questionnaire, *International Journal of Human Computer Interaction*, Vol:29 (5) 319-326. (SCI)

Erdinc O., 2011, Upper extremity musculoskeletal discomfort among occupational notebook PC users: work interference, associations with risk factors and the use of notebook stand and docking station, *WORK*, Vol.39 (4) 455-463. (SSCI)

Erdinc O., Hot K., Ozkaya M., 2011, Turkish version of the Cornell Musculoskeletal Discomfort Questionnaire: Cross-cultural adaptation and validation, *WORK*, Vol.39 (3) 251-260.(SSCI)

Erdinc O., Yeow P.H.P, 2011, Proving external validity of the relationship between ergonomics and quality through review of real-world case studies, *International Journal of Production Research*, Vol. 49 No.4, 949-962.(SCI-Expanded)

Erdinc, O., 2010, Comprehension and hazard perception of three pictorial symbols designed for flight manual warnings, *Safety Science*, Vol 48 (4), 478-481.(SCI)

Erdinc, O. and Vayvay, Ö., 2008, Quality improvement through ergonomics methodology: conceptual framework and an application, *International Journal of Productivity and Quality Management*, Vol.3 (3), 311-324.

Erdinc, O. and Vayvay, Ö., 2008, Ergonomics interventions improve quality in manufacturing: a case study, *International Journal of Industrial and Systems Engineering*, Vol. 3 (6), 727-745.

National

- published

Ercan S., Erdinç O., 2006, Challenges of leadership in industrial ergonomics projects, *İstanbul University of Commerce, Journal of Institute for Natural Sciences*, 9, 119-127.

Congress / Conference / Symposium papers

International

Erdinc.O., 2016, Heuristic evaluation: overview and a proposed framework with user experience perspective, *Proceedings of the Global Joint Conference on Industrial Engineering and Its Application Areas 2016, Istanbul, Turkey, July 14-15, 2016*

Erdinc O., 2015, Applications of Quick Exposure Check in Industrial Tasks and a Proposed Improvement, *Proceedings of International Conference on Value Chain Sustainability (ICOVACS'2015)*, March 12-13 2015, Marmara University, İstanbul.

Vayvay Ö., Çobanoğlu E., Erdinç O., 2005, Exploring cellular phone usability attributes based on customer needs: A case with Turkish users, *Contemporary Ergonomics*, 196-200.

Vayvay Ö. and Erdinç O., 2004, Interaction of ergonomics and ISO 9001:2000 quality management system in manufacturing. *Proceedings of Symposium on Intelligent Manufacturing Systems, IMS' 2004*, 339-347.

Erdoğan O., 2004, Hazard communication of warning signal words and safety pictorials, *Contemporary Ergonomics*, 359-363.

National

O.Erdoğan, 2019, Turkish Cornell Musculoskeletal Discomfort Questionnaires: Current applications and proposed usage (*in Turkish*), 25.National Ergonomics Congress, Samsun, 18-20 Ekim 2019.

I.Ertuğrul, O.Erdoğan, 2017, Usability evaluation of an ERP system using questionnaire and heuristic assessment, Presented in *YAEM 2017 National Congress, July 5-7, 2017, Yıldız Technical University, Istanbul.*

Büyük C., Baki B. and Erdoğan O., 2008, Development and preliminary application of a time and motion study software (*in Turkish*), *Proceedings of YAEM 2008 National Congress, June 30- July 02, Galatasaray University, İstanbul.*

Erdoğan O., Vayvay Ö., 2006, Assessment of effects of ergonomic interventions on musculoskeletal risks in apparel manufacturing using Quick Exposure Check (*in Turkish*), *12nd National Ergonomics Congress, November 13-16, Gazi University, Ankara.*

Erdoğan O., Vayvay Ö., 2005, A methodology for improving quality through ergonomics: theoretical background and conceptual model (*in Turkish*), *11th National Ergonomics Congress, December 26-28, Istanbul Technical University, İstanbul.*

Vayvay Ö., and Erdoğan O., 2004, Dimensions of the relationship between ergonomics and quality in manufacturing: A review. *Proceedings of YAEM 25th National 2004 National Congress, Gaziantep University, Gaziantep, 404-406.*

Erdoğan O., 2004, Corporate ergonomics programs: applications and success factors (*in Turkish*), *Proceedings of 1st MESKA Occupational Health and Safety Symposium, 89-94.*

Research Report

Erdoğan O., 2011, Turkish version of the IBM Computer System Usability Questionnaire (CSUQ): Adaptation and psychometric evaluation, *Extended research report, Department of Industrial Engineering, Turkish Air Force Academy, Istanbul, Turkey.* (Available upon request)

Ph.D. dissertation

Analysis of relationship between ergonomics and quality: Application of quality improvement through ergonomics in manufacturing industry, 2006, *Department of Industrial Engineering, Marmara University.*

Publications in professional magazines & digital platforms

*Erdoğan O., 2018, The measure of service quality: expectations and perceptions, *Herkese Bilim Teknoloji*, 2 February 2018

*Erdoğan O., 2017, Highlights from UX Istanbul 2017 Conference, *Short communication on LinkedIn Pulse*

*Erdoğan O., 2016, Pleasing interfaces, happier users, *Short communication on LinkedIn Pulse*

*Erdoğan O., 2015, Usability evaluation on information systems using Nielsen heuristics (*in Turkish*), *Turkish Armed Forces Journal, Vol.134 (425) 56-61.*

*Erdoğan O., 2015, World Usability Day (WUD) notes from Istanbul: innovation and yuvarla.org, *Short communication on LinkedIn Pulse*

*Erdoğan O., 2015, UX Istanbul 2015: notes and takeaways, *Short communication on LinkedIn Pulse*

*Erdoğan O., 2015, Quality-ergonomics linkage and QUITE method, *Short communication on LinkedIn Pulse*

*Erdoğan O., 2014, Ergonomics in information systems: usability (*in Turkish*), *Turkish Armed Forces Journal, Vol.133 (420) 56-61.*

Selected Research Studies & Grad / Undergrad Projects

- 2020 - ongoing
 - * User Experience for Social Responsibility (UX4SR), conceptual framework
 - * UX Evaluation of online collaborative tools
- 2018
 - * Evaluation of service quality of Migros and UX of Sanal Market
 - * Analysis of forecasting accuracy: Unilever Food Solutions
 - * Ergonomic evaluations and improvements: Mustafa Nevzat Pharmaceuticals
- 2017
 - * Assessment of computer workstations and MSD among computer workers using Rapid Office Strain Assessment (ROSA)
 - * Usability assessment of an in-house developed student affairs program
 - * Evaluation of airline service quality using SERVQUAL
- 2016
 - * Ergonomics analysis and improvement in a food manufacturing plant
 - * Assessment of usability improvements on a university library web site
- 2015
 - * Usability evaluation of an magazine web site via user tests and questionnaire
 - * Heuristics usability evaluation of an educational simulation software
- 2014
 - * Usability evaluation of two statistical software via user tests and subjective assessment
 - * Heuristic evaluation and usability comparison of two e-commerce web sites
 - * Subjective usability assessment of a web based course management system
 - * Usability assessment of a university library web site via user test
 - * Analysis of situational awareness and mental workload in a simulated flight mission
 - * Ergonomic risk assessment using computurized QEC in raidator manufacturing
- 2013
 - * Subjective usability assessment of an online document management system
 - * Adaptation and psychometric evaluation of the IBM Computer System Usability Questionnaire (CSUQ) in Turkish language, *with Dr. James R. Lewis, IBM. (see publications)*
- 2011
 - Application of Situational Awareness Global Assessment Technique (SAGAT) on flight simulation
- 2010
 - * Assessment of human factors' subjective importance for situational awareness in flight
 - * Customer Satisfaction survey, *ESGOLD Inc., Turkey*
- 2009
 - * Development of "IS ETUDU 2.0": a time-and-motion study software
 - * Assessment of musculoskeletal discomfort among office employees, *SANDOZ - Atasehir Headquarter Building, Turkey*
 - * Cross-cultural adaptation and validation of Cornell Musculoskeletal Discomfort Questionnaire (CMDQ) in Turkish language, *(Cornell University Ergonomics Web)*
 - * Assessment of musculoskeletal discomfort among employees, *SANDOZ - Gebze Plant, Turkey*
 - * Development of "ERGOTURK 1.0": an industrial ergonomics software
 - * Development of Computurized- Quick Exposure Check (QEC) method

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