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EDUCATION

2022 Doctor of Philosophy, Business administration, Operations Management, University of Pennsylvania, United States of America

EMPLOYMENT

Full-time academic positions

2024 - Present Assistant Professor, ESSEC Business School, France

PUBLICATIONS

Conferences

UCEL, C., SUNGU, A., AOUAD, A. and TANERI, N. (2026). Can AI-Powered Agricultural Advisory Catalyze Sustainable Farming? Evidence from a Randomized Controlled Trial with 2,054 Rice Farmers. In: 2026 Production and Operations Management Society (POMS) Annual Conference. New York.

UCEL, C., SUNGU, A., AOUAD, A. and TANERI, N. (2026). Can AI-Powered Digital Advisory Catalyze Sustainable Smallholder Farming: A Randomized Controlled Field Experiment with 2,450 Smallholders in the Philippines and India. In: 2026 Generative AI for Agriculture: Annual Project Review, Learning, and Planning Workshop. Wallingford.

UCEL, C., AOUAD, A., SUNGU, A., TANERI, N., ZERHOUNI, E.G. and FAJARDO, J. (2025). Among 2,000 Smallholder Rice Farmers. In: 2025 INFORMS Annual Meeting. Atlanta, GA.

UCEL, C. (2025). Improving Smallholder Farm Practices and Productivity Through Expert Advice. In: 2025 Manufacturing and Service Operations Management (MSOM) Annual Conference. London.

UCEL, C. and YUCESAN, E. (2025). Fertilizer Pollution Mitigation is a Newsvendor Problem. In: 2025 Industry Studies Association Annual Conference. Boston.

UCEL, C. and CARLSON, N. (2025). From Best Practice to Best Fit: Knowledge Intermediaries and Selective Practice Adoption Under Resource Scarcity. In: 2025 Industry Studies Association Annual Conference. Boston.