

## **Bengi ERTUNA**

School of Applied Disciplines, Department of Tourism Administration  
Boğaziçi University  
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### **Employment**

Professor Boğaziçi University, Department of Tourism Administration, 2011- present  
Assoc. Prof. Boğaziçi University, Department of Tourism Administration, 2002 – 2011  
Asst. Prof. Boğaziçi University, Department of Tourism Administration, 1997-2002  
Instructor Boğaziçi University, Department of Tourism Administration, 1992-1997

Adjunct Prof. Galatasaray University, Institute of Social Sciences 2009 - present  
Koc University, College of Administrative Sciences and Economics 2004-2008

Visiting Research Scholar: George Washington University, Spring 2018

### **Education**

Ph.D. 1995 Finance, Boğaziçi University, Institute for Graduate Studies in Social Sciences  
(Thesis: Price Performance of Initial Public Offerings in Turkey)  
M.A. 1990 Finance, Boğaziçi University, Institute for Graduate Studies in Social Sciences  
(Thesis: Sources of Co-movement in Stock Returns in Istanbul Stock Exchange)  
B.A. 1988 Management, Boğaziçi University, Faculty of Economics and Administrative  
Sciences

### **Research Interests**

Corporate governance, corporate social responsibility, sustainability, sustainable tourism  
development

### **Teaching Experience**

Department of Tourism Administration – B.A. Program on Tourism Administration

Financial Accounting

Managerial Accounting for Tourism Industry

Financial Management

Entrepreneurship and Business Planning for Tourism Industry

Department of Tourism Administration - M.A. Program on Sustainable Tourism Management

Sustainable Business Development

Corporate Social Responsibility and Corporate Governance

## Publications

(Please note that my early publications were under my married name of Bengi Ozer)

### Articles

Hatipoğlu, B., **Ertuna, B.** & Salman, D. (2020) "Small-sized tourism projects in rural areas: the compounding effects on societal wellbeing", *Journal of Sustainable Tourism*, DOI: [10.1080/09669582.2020.1784909](https://doi.org/10.1080/09669582.2020.1784909)

Kuzuoglu, S., Ata, S., Hatipoğlu, B., **Ertuna, B.** (2020). "Subjective Well-Being in World Heritage Sites: Localization and Thematic Integration of the Happiness Index for Turkey", *International Journal of Community Well-Being* 3, 223–240. <https://doi.org/10.1007/s42413-020-00057-8>

**Ertuna, B.**, Karatas-Ozkan, M. and Yamak, S. (2019), "Diffusion of sustainability and CSR discourse in hospitality industry: Dynamics of local context", *International Journal of Contemporary Hospitality Management*, 31 (6), pp. 2564-2581. <https://doi.org/10.1108/IJCHM-05-2018-0448>

Hatipoğlu, B., **Ertuna, B.** and Salman, D. (2019). "Corporate social responsibility in tourism as a tool for sustainable development: An evaluation from a community perspective", *International Journal of Contemporary Hospitality Management*, 31 (6), pp. 2358-2375. <https://doi.org/10.1108/IJCHM-05-2018-0448>

Hatipoğlu, B., Dolores Alvarez M., **Ertuna, B.** (2016). "Barriers to stakeholder involvement in the planning of sustainable tourism: the case of the Thrace region in Turkey", *Journal of Cleaner Production*, 111(part B), 306-317.

Yamak, S., **Ertuna, B.**, Levent, H. and Bolak, M. (2015) "Collaboration of foreign investors with local family business groups in Turkey", *European Journal of International Management*, 9 (2), 263-281.

Hatipoğlu, B., **Ertuna, B.** and Sasidharan, V. (2014). "A Referential Methodology for Education on Sustainable Tourism Development." *Sustainability* 6 (8), 5029-5048.

**Ertuna, B.** and Tükel, A. (2013) "Do Foreign Institutional Investors Reward Transparency and Disclosure: Evidence from an Emerging Market", *Journal of Emerging Market Finance*, 12 (1), 31-57.

**Ertuna, B.** and Kirbaş, G. (2012) "Local Community Involvement in Rural Tourism Development", *PASOS* 10 (2), 17-24.

**Ertuna, B.** and Yamak, S. (2011) "Foreign Equity Configurations in an emerging Country: Implications for Performance", *European Management Journal*, 29 (2), 117-128.

**Ertuna, B.** and Tükel, A. (2010). "Traditional versus International Influences: CSR Disclosures in Turkey" *European Journal of International Management*, 4 (3), 273-289.

**Ertuna, B.** and Tükel, A. (2008). "Public Disclosure Levels of ISE Companies: Ownership and Corporate Governance Effects", *ISE Journal*, 10 (40), 1-36.

**Ertuna, B.** and Tükel, A. (2008). "Şirketlerin Kamuyu Aydınlatma Düzeyleri: Ortaklık Yapısı ve Kurumsal Yönetimin Etkileri", *IMKB Dergisi*, 10 (40), 1-38.

Yamak, S., **Ertuna, B.** and Bolak, M. (2006). Sahiplik Dağılımının Birleşik Liderlik Yapısı Üzerine Etkileri, *Yönetim Araştırmaları Dergisi*, 6 (1-2), 85-105.

**Ertuna, B.**, Ercan, M. and Akgiray, V. (2003). "The Effect of the Issuer-Underwriter Relationship on IPOs: The Case of an Emerging Market", *The Journal of Entrepreneurial Finance and Business Ventures*, 8 (3), 43-55.

Yarcan, Ş. and **Ertuna, B.** (2002). What You Encourage is What You Get: The Case of Turkish Inbound International Tourism, *Anatolia: An International Journal of Tourism and Hospitality Research*, 13 (2), 159-183.

**Özer, B.** and Yamak, S. (2000). Self-sustaining Pattern of Finance in Small Businesses: Evidence from Turkey, *International Journal of Hospitality Management*, 19 (3), 261-273.

**Özer, B.** (1996). An Investment Analysis Model for Small Hospitality Operations, *International Journal of Contemporary Hospitality Management*, 8 (5); 20-24.

Erginbilgiç, F.S. and **Özer, B.** (1993). "The Effects of Inflation on Composition of Revenues and Deposits, and Profitability of Commercial Banks in Turkey", *Bogaziçi Journal Review of Social, Economic and Administrative Studies*, 7 (1-2); 167-187.

**Özer, B.** and Yamak, S. (1992). "The Impact of the Gulf Crises on Risk-Return Relationship and Volatility of Stocks in İstanbul Stock Exchange", *METU Studies in Development*, 19(2); 209-223.

**Özer, B.** and Yamak, S. (1991). "Initial Return Characteristics of Public Offerings in Istanbul Stock Exchange", *Bogaziçi Journal Review of Social, Economic and Administrative Studies*, 5 (2), 139,152.

## **Book & Book Chapters**

Hatipoğlu, B., Ertuna, B., and Salman, D. (2019). Evaluation of a Turkish Company's Progress Towards a CSR 2.0 Approach to Corporate Governance. In: Lund-Durlacher D., Dinica V., Reiser D., Fifka M. (eds) *Corporate Sustainability and Responsibility in Tourism. CSR, Sustainability, Ethics & Governance*, pp. 343-360. Springer, Cham. (ISBN: 978-3-030-15623-7)

Yamak, S. and **Ertuna, B.** (2017). *A Premier on Corporate Governance: Turkey* (Corporate Governance Collection Series,) Business Expert Press, New York.(ISBN: 978-1-60649-882-8)

Alvarez, M. D., **Ertuna, B.**, Ünalın, D. and Hatipoğlu, B. (2014). "The role of the Regional Agencies: Development in Turkey". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald.

**Ertuna, B.** (2013). "Understanding Corporate Social Responsibility Interaction between Market and Community", Caulkins, D. and Jordan, A. (eds.), *Companion to Organizational Anthropology*, 438-454, Blackwell and Wiley, UK.

**Ertuna, B.** and Tükel, A. (2012) "The Diffusion of Corporate Governance Standards in an Emerging Market: Evidence from Istanbul Stock Exchange" Boubaker, S. and Nguyen, D. (eds.), *Board of Directors and Corporate Social Responsibility*, Palgrave Macmillan.

Yamak S. and **Ertuna, B.** (2012) "Corporate Governance and Initial Public Offerings in Turkey", Zattoni, A. and Judge, W. (eds.), *Corporate Governance and Initial Public Offerings*, pp. 470-498, Cambridge University Press, Cambridge.

Ertuna, Ö. and **Ertuna, B.** (2010) "Dynamics of the Interaction Between Corporate Social Responsibility and Globalization", in Aras, G. and Crowther, D. (eds) *Gower Handbook of Corporate Governance and Social Responsibility*, 323-340, Gower Publishing Limited, UK.

Ertuna, Ö. and **Ertuna, B.** (2009) Evolution of Corporate Governance and Potential Contribution of Developing Countries, in Aras, G. and Crowther, D. (eds) *Global Perspectives of Corporate Governance and CSR*, 163-186, Gower Publishing Limited, UK.

### Published Ph.D. Thesis

**Özer, B.** (1999). *Price Performance of Initial Public Offerings in Turkey*, Capital Market Board Publication, No128, Ankara.

### Proceedings

**Ertuna, B.**; Hatipoğlu, B.; Sasidharan, V. A (2013). Referential Methodology for Education on Sustainable Tourism Development. In *Proceedings of the 3rd World Sustain. Forum*, 1-30 November 2013; Sciforum Electronic Conference Series, Vol. 3, f002; doi:10.3390/wsf3-f002

**Ertuna, B.** and Kırbaş, G. (2011). "Local Community Involvement in Rural Tourism Development", *Advances in Hospitality and Tourism Marketing and Management*, Bogazici University, Istanbul, Turkey, June 19-24, 566-571.

Yamak, S., **Ertuna, B.**, Levent, H. ve Bolak, M. (2010). "Yabancı Yatırımcıların Aile İşletmeleriyle İşbirliklerinin Performansa Etkileri", *4. Aile İşletmeleri Kongresi*, Aile İşletmeleri ve Girişimcilik Uygulama ve Araştırma Merkezi, İstanbul Kültür Üniversitesi, 16-17 Nisan, 275-286.

**Ertuna, B.** and Tükel, A. (2007). Board Composition and Control Mechanisms in ISE50: Form Outcomes Substance, *ECGI Corporate Governance in Emerging Markets*, Sabancı University, November 15-17.

Yamak, S. and **Ertuna, B.** (2002). Family Ownership: Typology and Implications, *Proceedings of IMDA 11th Annual World Business Congress*, Antalya.

**Özer, B.** and Yamak, S. (2001). The Role of Market Control on the Relation Between Ownership and Performance: Evidence from Turkish Market Proceedings of *2001 EFMA European Financial Management Association Annual Conference*, Lugano.

**Özer, B.** and Yamak, S. (1997). Financing of Small Hospitality Establishments, Proceedings of *EURO-CHRIE Autumn Conference: Hospitality Business Development*, Sheffield Hallam University, Sheffield, U.K, pp.247-253

**Özer, B.** (1997). Abnormal Returns of IPOs in İstanbul Stock Exchange, Proceedings of *EFMA 97: European Financial Management Association 6<sup>th</sup> Annual Meeting*, Koç University and Capital Market Board of Turkey, İstanbul, pp.17-18.

Yamak, S. and **Özer, B.** (1997). Networks in Small and Medium-sized Hotels, Proceedings of *13<sup>th</sup> EGOS Colloquium: Organizational Responses to Radical Environmental Changes*, Budapest University of Economic Sciences, Budapest.

**Özer, B.** (1996). Investment Analysis Model for Small Hospitality Operations, Proceedings of *IAHMS 1996 Spring Symposium: Issues Relating to Small Businesses in Hospitality and Tourism Industries*, Leeds Metropolitan University, Leeds, UK.

## Research and Consultancy Projects

“Comprehensive analysis of applications received in 2013 and 2014 under the scope of Future is in Tourism: Sustainable Tourism Support Fund,” UNDP-Bogazici University, Project Coordinator, 01.10.2014 -01.11.2015

“Increasing the quality of education in food and beverage vocational schools in the Thrace Region (Trakya Bölgesindeki Yiyecek ve İçecek Mesleki Eğitim Okullarında Kalitenin Arttırılması),” TRH2.2IQVETII/P-03/487, EU Project, Consultant 19.09.2014-31.08.2015

“Sustainable Tourism Development in Rural Areas: The Case of Kastamonu, Turkey”, Joint student project: Bogazici University and San Diego State University, Coordinator and Project team Member, 2013-2014.

“Preparation of the Tourism Master Plan for the Thrace Region in Turkey,” Thrace Development Agency, Project Team Member,” 2011-2012.

“Corporate Governance Practices of ISE-100 Companies: Internet Disclosures” Boğaziçi University Research Projects, Principal Investigator (06HN101) 2006-2008.

“Restructuring of Small and Medium Sized Tourism Enterprises in Turkey” Boğaziçi University Research Projects, Principal Investigator (96HN0132), 1996-1998.

## University Service Activities

Director - TUYGAR (Applied Tourism Administration and Research Center)-2015-

Chair - Department of Tourism Administration, 2012- 2015

Coordinator – M.A. Program on Sustainable Tourism Development 2012-2015  
Scientific Research Projects Committee, 2017-  
Core Curriculum Committee, 2014-  
Housing Committee, Bogazici University, 2012-  
Member of the Student Exchange Committee, 2008- 2012  
ERASMUS Coordinator for the Department of Tourism Administration 2004- 2012

## **Awards**

Outstanding Achievement in Teaching – Bogazici University Foundation – 2003, 2010.

Academic Incentive Award – Bogazici University Foundation – 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2019.

## **Professional Seminars and Programs**

“Finance Leaders Certificate Program” for Coco Cola Icecek (CCI) finance department employees from affiliates in Turkey, Pakistan, Kazakhstan, Azerbaijan, Kyrgyzstan, Turkmenistan, Jordan, Iraq, Syria, and Tajikistan.

“Financial Management Certificate Program” – Bogazici University Lifelong Learning Center - Coordinator

“Financial Coaching Program for Dealers” – Consultant - FORD Otosan

“Financial Markets Instruments” – Yapı Kredi Bankası

“Financial Statement Analysis for Non-financial Managers” Executive Training Programs for various companies including Mercedes-Benz, Ford Otosan, İGDAŞ, Eczacıbaşı, Bosch, etc.