

EZGİ ERKMEN, Ph.D, MBA  
Phone: + 90 532 446 8319  
E-Mail: ezgi.erkmen@yahoo.com

## EDUCATION

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### **Oklahoma State University, Stillwater, OK**

Ph.D., Hospitality Administration, School of Hotel and Restaurant Administration,

Dissertation: “*Understanding Employees’ Brand Supporting Behaviors and Their Effect on Consumers’ Brand Relationship in the Airline Industry*”, (OSU Research Excellence Award, 2013)

### **Middle East Technical University, Ankara, Turkey**

MS in Business Administration (MBA Degree), Faculty of Economic and Administrative Sciences,

Completion Project: “*Hotel Investment Analysis for Capital Financing*”

### **Boğaziçi University, İstanbul, Turkey**

MA in Tourism Management, School of Applied Sciences,

## ACADEMIC HONORS AND AWARDS

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TUBİTAK 2019, Post Doctoral Research Fellowship, 2016

OSU Graduate Research Excellence Award, 2013

Acceptance for Golden Key International Honor Society, 2010

Graduate Student Fellowship and assistantship, Oklahoma State University, 2009-2013

## TEACHING & ADVISING EXPERIENCE

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### **Assistant Professor - Department of Tourism Administration**

*Boğaziçi University, İstanbul, Türkiye, 2021 January -*

### **Assistant Professor - School of Tourism and Hospitality**

#### **Member of School of Tourism and Hospitality Management Board**

*Istanbul Bilgi University, Laureate International Universities, İstanbul, Türkiye, 2017 September-2021 January*

- Teach undergraduate courses of;
  - Principles of Accounting
  - Hospitality Managerial Accounting
  - Tourism and Hospitality Finance
  - Hospitality Investment
  - Senior Project
- Undergraduate Thesis Advisor of Senior Project students
- Internship Advisor of interns

### **Assistant Professor - Hotel Management/Gastronomy & Culinary Arts**

*Ozyegin University, İstanbul, Türkiye, 2013 September – 2016 September*

- Teach undergraduate courses of;  
Services Marketing  
Strategic Brand Management in Hospitality Industry  
Research Methods  
Principles of Accounting  
Hospitality Managerial Accounting  
Senior Project
- Undergraduate Thesis Advisor of Senior Project students
- Academic advisor of 50 undergraduate students
- Internship Advisor of assigned interns during their summer internships
- Advisor of 16 interns for Hilton Project

### **Teaching Assistant – School of Hotel and Restaurant Administration**

*Oklahoma State University, Stillwater, OK, U.S.A, Fall 2009 – Spring 2013*

- Teaching Assistant of;  
Hospitality Speaker Series  
Information Technology  
Financial Accounting  
Managerial Accounting  
Finance
- Responsibilities & Duties;  
Planned lessons and assignments  
Recitation hours for problem solving  
Guided students in lab hours for Information Technology class  
Graded papers and exams

### **ADMINISTRATIVE DUTIES**

- İstanbul Bilgi University, School of Tourism and Hospitality, Vice Director, September, 2019 – January, 2021.

### **RESEARCH EXPERIENCE**

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#### **Journal articles (SSCI, SCIE & AHCD):**

- Ozdemir, O. & Erkmen, E. (2022). Top management team gender diversity and firm risk-taking in the hospitality industry. *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-06-2021-0719>
- Ozdemir, O., Binesh, F., & Erkmen, E. (2021). The effect of target's CSR performance on M&A deal premiums: a case for service firms. *Review of Managerial Science*, 1-34.
- Ozdemir, O., Erkmen, E., & Binesh, F. (2021). Board diversity and firm risk-taking in the tourism sector: Moderating effects of board independence, CEO duality, and free cash flows. *Tourism Economics*, 13548166211014367.
- Ozdemir, O., Erkmen, E., & Kim, M. (2020). Corporate social responsibility and idiosyncratic risk in the restaurant industry: does brand diversification matter?. *International Journal of Contemporary Hospitality Management*, 32(9), 2925-2946.

Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469-1487.

Erkmen, E. & Hancer, M. (2015). “Do your internal branding efforts measure up?”: Consumers’ response to brand supporting behaviors of hospitality employees. *International Journal of Contemporary Hospitality Management*, 27(5), 878-895.

Erkmen, E. & Hancer, M. (2015). Linking brand commitment and brand citizenship behaviors of airline employees: “The role of trust”. *Journal of Air Transport Management*, 42, 47-54.

#### **Journal articles (Other indexes: ESCL, Scopus):**

Ozdemir, O., Erkmen, E., & Demirciftci, T. (2019). The effect of brand diversification on IPO returns: An examination of restaurant IPOs. *Journal of Foodservice Business Research*, 22(6), 483-508.

Erkmen, E. (2019). Managing restaurant attributes for destination satisfaction: What goes beyond food? *Administrative Sciences*, 9(1), 19.

Erkmen, E. (2018). Managing your brand for employees: understanding the role of organizational processes in cultivating employee brand equity. *Administrative Sciences*, 8(3), 52.

Erkmen, E., Hancer, M., & Leong J (2017). How internal branding process really pays off?: the role of brand trust to enhance brand related behaviors. *Tourism Analysis*, 22(3), 309-322.

#### **Journal articles (International Journals – Other indexes)**

Erkmen, E. (2014). All consumers are same for the effect of brand citizenship behaviors?: the role of nationality. *International Journal of Marketing Studies*, 6(3), 65-75.

#### **Journal articles (ULAKBİM, TR DİZİN):**

Erkmen, E., & Shipman, Z. D. (2019). Destination Image and Relationship: The Moderating Role of Local Cuisine Experience. *Journal of Tourism and Gastronomy Studies*, 7(2), 717-730.

Erkmen, E. (2018). Employee Based Brand Equity: Building Brand Value for Employees through Internal Branding. *Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi*, 21(2), 186-200.

Erkmen, E. (2018). Yerel Mutfak Deneyiminin Tüketici Temelli Destinasyon Marka Denkliğine Etkisi. *Journal of Tourism and Gastronomy Studies*, 6(2), 143-162.

Erkmen, E. (2017). The relationship between brand quality and brand relationship: Delivering the hotel brand as promised. *Journal of Tourismology*, 3(2), 44-52.

### **BOOK CHAPTERS**

#### **Book Chapters (International)**

Erkmen, E. (2018). Creating value for restaurant Customer: The role of other customers in dining experience, in Kozak, M and Kozak, N. (Eds.), *Tourism Hospitality and Event Management*.

#### **Book Chapters (National)**

Erkmen, E. (2015). Otel İşletmelerinde Yönetim (Management in Hotel Businesses), in Karaman, A. (Eds.), *Otel İşletmeciliği*.

Keskin, E., Benli, O., Çetin, G., & Erkmen, E. (2021). Reasons For All-Inclusive: Hospitality Perspective, in Bayrakçı, S., Aras, S., and Yetimoglu, S. (Eds.), *Global & Emerging Trends in Tourism*.

## CONFERENCE PRESENTATIONS

Keskin, E., Benli, O., Çetin, G., & Erkmen, E. (2021). Reasons For All-Inclusive: Hospitality Perspective. *Global & Emerging Trends in Tourism, September 30 – October 2, 2021, Konya, Türkiye*.

Ozdemir, O., Erkmen, E., & Demirciftci, T. (2019). Brand diversification and IPO returns: The case of restaurant IPOs. *2019 West Federation CHRIE Regional Conference, February 6-7, 2019, Sonoma, CA, USA*.

Erkmen, E. (2018). Enhancing destination relationship of travelers: the moderating role of local cuisine experience. *International Conference on Multidisciplinary Sciences, December 15-16, İstanbul, Turkey*.

Erkmen, E. (2018). The effect of perceived value on behavioral intentions: a comparative study of causal and fine-dining restaurants. *International Conference on Multidisciplinary Sciences, December 15-16, İstanbul, Turkey*.

Erkmen, E. & Hancer, M. (2016) Creating value for restaurant customer: The role of other customers in Dining Experience. *4<sup>th</sup> Interdisciplinary Tourism Research Conference, Bodrum, Turkey, May*.

Erkmen, E. (2015). The Gap between Experienced and Promised Brand: How It Affects Hotel Guests' Relation with the Hotel. *International CHRIE Summer Conference, Orlando, FL., July*.

Erkmen, E. (2014). The link between internal and financial brand performance in hotel industry: The role of brand affiliation. *Proceedings of International Interdisciplinary Business-Economics Advancement Conference, IIBA, İstanbul, Turkey*.

Erkmen, E. & Hancer, M. (2010). The difference between full-service and low cost airlines for passengers' perceived risk. *Proceedings of Annual Graduate Student Research Conference in Hospitality, Washington D.C., January*.

Erkmen, E. & Hancer, M. (2010). The Effect of Frequent Flyer Programs on Passengers' Relational Benefits and Costs. *Proceedings of Graduate Research Conference in Tourism, Hospitality and Leisure, Cappadocia, Turkey, May*.

Erkmen, E. & Hancer, M. (2010). The Effect of Cultural Difference on Perceived Risk and Intention to Use Travel Intermediaries. *Proceedings of International CHRIE Conference and Exposition, Puerto Rico, July*.

Erkmen, E. & Hancer, M. (2010). The Effect of Hospitality Degree on Motivation and Job Satisfaction in Hotel Industry. *Proceedings of International CHRIE Conference and Exposition, Puerto Rico, July*.

Erkmen, E. & Hancer, M. (2011). The Effect of Frequent Flyer Programs on Relationship Quality of Airline Passengers. *Proceedings of International CHRIE Conference and Exposition*, Denver, CO, July.

Erkmen, E. & Hancer, M. (2013). The Effect of Transformational Leadership on Behaviors and Performance of Service Employees. *Proceedings of Annual Graduate Student Research Conference in Hospitality*, Seattle, WA, January.

## **SPECIAL RESEARCH PROJECT**

**Title of the project:** Leonardo da Vinci Transfer of Innovation Program, Industry Education Collaboration for Achieving Vocational Qualification (Collaboration for Qualification), Project No. 2013-1-TR1-LEO05-47557

**Funding Agency:** European Commission

**Project Partners:** Hilton Bomonti, İstanbul TR, Hilton Worldwide, Hilton Schiphol Amsterdam Airport, NL.

**Role in the Project:** Executer and coordinator of the project for Ozyegin University as a core partner.

**Responsibilities:** executing research to understand the needs of the various stakeholders for an effective internship program as well as to develop an internship program for Hilton Hotels, mentoring selected interns for the project, and developing a guide book at the end of the research.

## **UNIVERSITY & PROFESSIONAL SERVICE**

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### **UNIVERSITY SERVICE**

- **Member of School of Tourism and Hospitality Management Board, Istanbul Bilgi University**
- **Departmental Erasmus Coordinator**
- **Sectorial Solutions Speaker**

*Sectorial Solutions Center, Ozyegin University*

Introduced hospitality industry to business school students for sectorial orientation each semester.

- **Selection Committee**

*Özyeğin University, School of Applied Sciences*

Selection and recruitment of undergraduate students for Gastronomy and Culinary Arts Program.

### **ACADEMIC REVIEWS IN REFREED JOURNALS**

- Journal of Travel and Tourism Marketing (2015-2016)
- International Journal of Contemporary Hospitality Management (2015-)
- Journal of Air Transport Management (2015-)
- International Journal of Hospitality Management (2014)

## RELEVANT PROFESSIONAL EXPERIENCE

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**Boğaziçi University**

**Department of Tourism Administration**

*Assistant Professor*

Istanbul, Türkiye

January 2021-

**Istanbul Bilgi University, Laureate International Universities**

**School of Tourism and Hospitality**

*Assistant Professor*

Istanbul, Türkiye

Fall 2017- January 2021

**Özyeğin University**

**Hotel Management/Gastronomy & Culinary Arts**

*Assistant Professor*

Istanbul, Türkiye

Fall 2013-August 2016

**Oklahoma State University**

**School of Hotel & Restaurant Administration**

*Teaching Assistant*

Stillwater, OK

Fall 2009-Spring 2013