

Dr. Nefike Gunden

CURRICULUM VITAE

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EDUCATIONAL BACKGROUND

Doctor of Philosophy in Hospitality Administration

August 2018-December 2021

Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston | Houston, TX

Dissertation Title: Validation Antecedents of Using the Online Food Delivery Subscription Services.

Committee: Dr. Cristian Morosan (Chair), Dr. John T. Bowen (Member), Dr. Agnes L. DeFranco (Member), Dr. Mehmet Erdem (External committee member)

Master of Science in Hospitality Management

August 2015-May 2017

College of Hospitality and Tourism Leadership, GPA 3.86/4.00
The University of South Florida | Sarasota, FL

**Sponsored by the U.S. Department of State's prestigious Fulbright Scholarship Program*

Thesis title: How online reviews influence consumers restaurant selection

Committee: Dr. Cihan Cobanoglu (Chair), Dr. Katerina Berezina (Member), Dr. Faizan Ali (Member)

Bachelor of Science in Recreation Management

September 2010-June 2014

Faculty of Tourism, GPA 3.68/4.00

Gazi University | Ankara, Turkey

**Graduated as the highest-ranking student of the department*

TEACHING EXPERIENCE

Adjunct Faculty, University of South Florida

Will design and instruct the following course:

- **HFT 3003 Intro to Hospitality and Tourism**
 - Spring 2022

January 2022 -

Adjunct Faculty, Bogazici University

Will design, develop, and instruct the following course:

- **TRM 476 Internet Marketing**
 - Spring 2022

February 2022 -

Instructor, University of Houston

Designed, developed, and instructed the following course:

- **HRMA 1301 Hospitality Technology** Fall 2019-December
2021
 - Fall 2019
 - Spring 2020
 - Spring 2021 (Asynchronous)
 - Fall 2021 (Synchronous)

Instructor, University of Houston

Covered lectures for two weeks of the following course:

Fall 2019

- **HRMA 1301 Hospitality Technology**

Teaching Assistant, University of Houston

Assisted grading for the following course.

Fall 2018-Spring 2019

- **HRMA 1301 Hospitality Technology**

INDUSTRY CONTRIBUTIONS

Jarvis, N. (Host). (2021, May 25). Data to increase your restaurant's online food orders. [Audio podcast episode]. <https://anchor.fm/restaurantrelevance/episodes/Data-to-increase-your-restaurants-online-food-orders---S1E1-e16j97m>

RESEARCH FOCUS

Research Interests

- Online food delivery systems (OFDS)
- Hospitality Information System Adoption
- Restaurant Technologies
- Electronic Commerce in Hospitality and Tourism
- Hospitality Digital Marketing
- Data Analytics

PEER-REVIEWED PUBLICATIONS

Gunden, N., Morosan, C., & DeFranco, A. (2020). Consumers' intentions to use online food delivery systems in the USA. *International Journal of Contemporary Hospitality Management*, 32(3), 1325-1345. <https://doi.org/10.1108/IJCHM-06-2019-0595> (SSCI-indexed)

Gunden, N., Morosan, C., & DeFranco, A. (2020). Are online food delivery systems persuasive? The impact of pictures and calorie information on consumer behavior. *Journal of Hospitality and Tourism Insights*, 4(4), 457-472. <https://doi.org/10.1108/JHTI-07-2020-0127> (SSCI-indexed)

Gunden, N., Morosan, C., & DeFranco, A. L. (2020). Consumers' persuasion in online food delivery systems. *Journal of Hospitality and Tourism Technology*, 11(3), 495-509. <https://doi.org/10.1108/JHTT-10-2019-0126> (ESCI and Scopus indexed)

MANUSCRIPT UNDER REVIEW

Morosan, C. & **Gunden, N.** American consumers' use of contact reducing technologies in restaurants. *Cornell Hospitality Quarterly*. Manuscript under review.

Gunden, N. * Morosan, C. (2022). Antecedents of using the online food delivery subscription services. *Journal of Hospitality Tourism Technology*. Manuscript under review.

RESEARCH IN-PROGRESS

Gunden, N. & Morosan, C. (2021). Consumers' loyalty toward OFDS subscription services. Will be submitted it to *Journal of Hospitality and Tourism Technology* in February 2022.

Gunden, N. & Morosan, C. Examining the perceived benefits and risks of disclosing personal information in online food delivery systems. (Waiting for IRB approval). Will be submitted it to *International Journal of Hospitality Management* in March 2022.

Gunden, N. & Liu, Y. The use of the impact of using Virtual Reality technology on participants' experience during the conference. (In-progress). *Will be submitted it to Event Management Journals* in May 2022.

Gunden, N. The impact of scarcity message on consumers' purchasing intentions in the OFDS context. (In-progress). Will be submitted it to *Journal of Hospitality Marketing & Management* in September 2022.

CONFERENCE PROCEEDINGS

Gunden, N. & Morosan, C. (2022, January). Examining the perceived benefits and risks of disclosing personal information in online food delivery systems. *27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Virtual Meeting.

Gunden, N. & Morosan, C. (2021, July). Do we know why we are using online food delivery systems subscription services?. *2021 Annual ICHRIE*, Virtual Meeting.

Gunden, N., Morosan, C., & DeFranco, A. (2020, January). My food delivery apps want me to spend more. *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV.

Gunden, N., Morosan, C., & DeFranco, A. (2019, July). Building A Conceptual Model of Restaurant Consumers' Use of Online Delivery Systems in The U.S. *2019 Annual ICHRIE*, New Orleans, LA.

Morosan C., DeFranco A. L., & **Gunden, N.** (2019, July). Opportunities and Challenges of Artificial Intelligence in Hotels. *International Hospitality Information Technology Association (iHITA)*, Minneapolis, MN.

Gunden, N., Ciftci O., Berezina K., & Cobanoglu C. (2017, July). The Impact of Calorie Information and Its Positioning on a Restaurant Menu on the Healthy Food Decision Making. *22 Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.

HONORS, AWARDS, AND SCHOLARSHIPS

UH Graduate Tuition Fellowship *Sponsored by the Conrad N. Hilton College of Hotel and Restaurant Management	August 2018 – December 2021
Fulbright Master’s Scholarship *Sponsored by the Fulbright Scholarship Program of the U.S. Department of State	August 2015 – May 2017
Highest Honor Student Award *Awarded by Gazi University for B.S. graduation GPA of 3.68/4.00	June 2014

PROFESSIONAL DEVELOPMENT

Completed the following non-degree analytics courses:

<ul style="list-style-type: none">• Python (Beginner)• Tableau (Beginner)• SQL(Beginner)	2018 – Present
Digital Teaching Symposium	2021 and 2020

CERTIFICATIONS

Hotel Industry Analytics Certification (CHIA)	December 2021
Marketing Analytics (Udacity)	February 2022

INDUSTRIAL EXPERIENCE

The Vinoy Renaissance Resort and Golf Club, FL, USA Front Desk Agent <ul style="list-style-type: none">• Duties: Greeting and welcoming guests as they approach the front desk, registering and assigning guest rooms, accommodating guest requests, answering questions, and addressing complaints.	May 2017 – May 2018
JW Marriott, Ankara, Turkey Restaurant Head Hostess/Supervisor	October 2012-May 2015

- Duties: Managed reservations and provided information regarding the menu to Guests for three restaurants, inspected and maintained the dining facilities, and ensured the groups' special requirements were met (for instance, food allergies or special dietary).

June 2013 – September 2013

Walt Disney World, FL, USA

June 2011-September 2011

International College Summer Program

- Duties: Management of guests requests and experience upon arrival until final departure operated guest' reservations for the dinner show, managed a seating chart for each guest.

SERVICE

Ad-hoc Peer Reviewer

Spring 2020 - Present

- Reviewing manuscripts for
 - *International Journal of Contemporary Hospitality Management*
 - *Journal of Hospitality Tourism Technology*
 - *Journal of Hospitality and Tourism Insights*

Ad-hoc Reviewer for Refereed Conference Proceedings

July 2021 - Present

- 2021 Annual ICHRIE

LEADERSHIP EXPERIENCE

- **Vice President of Hospitality Financial Technology Professional Student Chapter, University of South Florida.**

August 2016-June 2017

- **President of Hospitality Society Student Chapter, University of South Florida**

August 2016-June 2017

LANGUAGE

- English – Speak fluently and read/write with high proficiency
- Japanese – Speak fluently and read/write with high proficiency
- Turkish – Native

STATISTICAL SOFTWARE SKILLS

- Proficient in the use of SPSS and Mplus 8.0