

EZGİ ERKMEN

Faculty of Economics and Administrative Sciences | Room 210
Boğaziçi Üniversitesi Güney Kampüsü | Bebek, İstanbul
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EDUCATION

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, Department of Tourism Administration, School of Applied Disciplines

RELEVANT PROFESSIONAL EXPERIENCE

Boğaziçi University
Professor

Istanbul, Türkiye
February 2026 –

Boğaziçi University
Associate Professor

Istanbul, Türkiye
March 2023 – February 2026

Boğaziçi University
Assistant Professor

Istanbul, Türkiye
January 2021- March 2023

İstanbul Bilgi University
Assistant Professor

Istanbul, Türkiye
Fall 2017- January 2021

Özyeğin University
Assistant Professor

Istanbul, Türkiye
Fall 2013-August 2016

Oklahoma State University
Teaching Assistant

Stillwater, OK, USA
Fall 2009-Spring 2013

ADMINISTRATIVE DUTIES

- Member of the Faculty Board, Faculty of Managerial Sciences, Boğaziçi University, November 24-June 2025
- İstanbul Bilgi University, School of Tourism and Hospitality, Vice Director, September, 2019 – January, 2021.

RESEARCH EXPERIENCE

Journal articles (SSCI):

- Han, W., Ozdemir, O., & Erkmen, E. (2025). ESG performance and bankruptcy risk in the hospitality and tourism industry: Moderating role of the Covid-19 pandemic and corporate governance attributes. *Tourism Economics*, 13548166251399729. (Q1)
- Dogru, T., Line, N., Mody, M., Hanks, L., Abbott, J. A., Acikgoz, F., ... & Zhang, T. (2025). Generative artificial intelligence in the hospitality and tourism industry: Developing a framework for future research. *Journal of Hospitality & Tourism Research*, 49(2), 235-253. (Q1)
- Ozdemir, O., Han, W., Erkmen, E., & Madanoglu, M. (2024). Firm-level political risk and corporate investments in the hospitality and tourism industry: The moderating role of asset tangibility and corporate governance quality. *Tourism Management Perspectives*, 53, 101290. (Q1)
- Ozdemir, O., Dogru, T., Kizildag, M., & Erkmen, E. (2023). A critical reflection on digitalization for the hospitality and tourism industry: value implications for stakeholders. *International Journal of Contemporary Hospitality Management*, 35(9), 3305-3321. (Q1)
- Ozdemir, O., Erkmen, E., & Han, W. (2023). EPU and financial performance in the hospitality and tourism industry: Moderating effect of CSR, institutional ownership and cash holding. *Tourism Management*, 98, 104769. (Q1)
- Ozdemir, O. & Erkmen, E. (2022). Top management team gender diversity and firm risk-taking in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 34(5), 1739-1767. (Q1)
- Ozdemir, O., Binesh, F., & Erkmen, E. (2022). The effect of target's CSR performance on M&A deal premiums: a case for service firms. *Review of Managerial Science*, 16(4), 1001-1034. (Q1)
- Ozdemir, O., Erkmen, E., & Binesh, F. (2022). Board diversity and firm risk-taking in the tourism sector: Moderating effects of board independence, CEO duality, and free cash flows. *Tourism Economics*, 28(7), 1782-1804. (Q1)
- 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. (Q1)
- 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. (Q1)
- 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. (Q1)
- 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. (Q2)

Journal articles (ESCI, Scopus):

- Erkmen, E., Ozdemir, O., & Han, W. (2025). Workforce quality and investment inefficiency of hospitality and tourism firms. *Journal of Hospitality and Tourism Insights*, 1-19. (Q1)

Erkmen, E. (2025). Advertising and Financial Performance in the Tourism Industry: The Moderating Role of The Brand Architecture Strategy. *Journal of Economy Culture and Society*, (71), 73-85. (Q4)

Keskin, E., Cetin, G., Erkmen, E., & Sisik, L. (2025). The benefits and costs of all-inclusive system from hoteliers' point of view: a supply-side perspective. *Journal of Hospitality and Tourism Insights*, 8(4), 1478-1493. (Q1)

Çakmak, G., Erkmen, E., Demirçiftçi, T. and Cetin, G. (2024). The ideal MICE destination characteristics: A perspective from Istanbul. *Journal of Convention & Event Tourism*, 1-24. (Q3)

Karagoz, H. A., Demirciftci, T., & Erkmen, E. (2022). Local restaurants' effect on tourist experience: a case from Istanbul. *Journal of Economy Culture and Society*. Published Online. (Q4)

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. (Q2)

Erkmen, E. (2018). Managing your brand for employees: understanding the role of organizational processes in cultivating employee brand equity. *Administrative Sciences*, 8(3), 52. (Q2)

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. (Q3)

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)

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

Erkmen, E. & Hancer, M. (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*. Springer, Cham.

Book Chapters (National)

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

CONFERENCE PRESENTATIONS

Han, W., Ozdemir, O., Luo, H., Erkmen, E. (2025). The Effect of Board Members' Background on Firm Operating Efficiency and Risk: Evidence from New Director Appointments in the Hospitality and Tourism Industry. *6th Conference on Managing Tourism Across Continents (MTCON 2025), April 30 – May 3, 2025, İstanbul, Türkiye.*

Efthymiadou, F., Erkmen, E., & Usakli, A. (2025). Hospitality Resilience: How Turkish Hotels Innovate in Times of Economic Hardship. *6th Conference on Managing Tourism Across Continents (MTCON 2025), April 30 – May 3, 2025, İstanbul, Türkiye.*

Ozdemir, O., Han, W., Erkmen, E., & Madanoglu, M. (2024). Firm-level Political Risk and Corporate Investments in the Hospitality and Tourism Industry: The Moderating Role of Asset Tangibility and Corporate Governance Quality.). *5th Conference on Managing Tourism Across Continents (MTCON 2024), May 1-4, 2024, İstanbul, Türkiye.*

Dogru, T., Kizildag, M., Ozdemir, O., Bakir, S., & Erkmen, E. (2023). Artificial Intelligence: Challenges and Opportunities for the Tourism and Hospitality Industry. *4th Conference on Managing Tourism Across Continents (MTCON 2023), March 15-18, 2023, İstanbul, Türkiye.*

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. *4th 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.