

ILHAN DEMIRER, Ph.D.

Associate Professor
Department of Management, Information Systems and Analytics
School of Business and Economics
State University of New York College at Plattsburgh

EDUCATION

Ph.D.	Hospitality Administration Texas Tech University, Lubbock, TX Minor: Education in Instructional Technology– <i>Distance Education</i>	August 2013
M.S.	Restaurant, Hotel, and Institutional Management Texas Tech University, Lubbock, TX	May 2008
B.S.	Tourism and Hotel Management Bilkent University, Ankara, Turkey	May 2005

RESEARCH INTERESTS

Corporate Finance; Strategic Management; Technology Adaptation and Impact.

TEACHING INTERESTS

Financial Management; Managerial Accounting; Operations Management; Hotel Asset Management; Revenue Management; Business Analytics; Information Technology.

ACADEMIC EXPERIENCE

Associate Professor Department of Management, Information Systems and Analytics State University of New York College at Plattsburgh, NY, USA	Fall 2020 – Present
Assistant Professor Department of Hospitality Management State University of New York College at Plattsburgh, NY, USA	Fall 2016 – Spring 2020
Assistant Professor The Emirates Academy of Hospitality Management, Dubai, UAE	April 2014 – July 2016
Senior Lecturer The Emirates Academy of Hospitality Management, Dubai, UAE	Jan 2013 – Mar 2014
Graduate Instructor Department of Nutrition, Hospitality, & Retailing College of Human Sciences, Texas Tech University, Lubbock, TX US	Jan 2010 – Dec 2012
Graduate Assistant Department of Nutrition, Hospitality, & Retailing College of Human Sciences, Texas Tech University, Lubbock, TX US	Aug 2006 - Dec 2009

PUBLICATIONS

Refereed Articles

- Kizildag, M., Weinland, J., & **Demirer, I.** (2022) Financial Sensitivity Analysis of Small Lodging Establishments during COVID-19. *Journal of Hospitality and Tourism Insights*, Vol. *ahead-of-print*, No. *ahead-of-print*. <https://doi.org/10.1108/JHTI-05-2022-0176>
- Ozdemir, O., Kizildag, M., Dogru, T., & **Demirer, I.** (2021). Corporate social responsibility and financial performance: Does board diversity matter?. *Journal of Global Business Insights*, 6(2), 98-116. <https://doi.org/10.5038/2640-6489.6.2.1169>
- Dogru, T., Hanks, L., Ozdemir, O., Kizildag, M., Ampountolas, A., & **Demirer, I.** (2020). Does Airbnb have a homogenous impact? Examining Airbnb's effect on hotels with different organizational structures. *International Journal of Hospitality Management*, 86, 102451. <https://doi.org/10.1016/j.ijhm.2020.102451>
- Gultek, M. M., Tiglioglu, T., & **Demirer, I.** (2018). Effects of moderating factors on foodservice employees' perception of emotional labor and propensity to leave the workplace. *Journal of Human Resources Management and Labor Studies*, 6(2), 1-8. <https://doi.org/10.15640/jhrmls.v6n2a1>
- Demirer, I.**, Madanoglu, M., & Kizildag, M. (2018). Corporate real estate holdings and restaurant firms' financial performance. *Journal of Hospitality Financial Management*, 26(1), 4-14. <https://doi.org/10.7275/R50V8B1S>
- Kizildag, M., Altin, M., Ozdemir, O., & **Demirer, I.** (2017). What do we know about social media and firms' financial outcomes so far? *Journal of Hospitality and Tourism Technology*, 8(1), 39-54. <https://doi.org/10.1108/JHTT-10-2016-0074>
- Gregoriou, G. N., Gultek, M. M., & **Demirer, I.** (2017). Efficiency of cruise ships: A data envelopment analysis approach. *International Journal of Global Business*, 10(1), 8-25.
- Demirer, I.**, & Yuan, J.J. (2013). Executive compensation and firm performance in the U.S. restaurant industry: An agency theory approach. *Journal of Foodservice Business Research*, 16(5), 421-438. <https://doi.org/10.1080/15378020.2013.850374>
- Kim, Y.-H., Boo, C., **Demirer, I.**, & Kim, M. (2011). A case study of health tourism in Jeju special self-governing province, the Republic of Korea (South Korea). *FIU Hospitality Review*, 29(1), 64-84.
- Cobanoglu, C., **Demirer, I.**, Kepeci, B., & Sipahioglu, S. (2006). The impact of technology in hotels: A case study of Istanbul and Ankara hotels. *Anatolia: An International Journal of Tourism and Hospitality Research*, 17(2) 318-322. (Research Note)

Conference Proceedings

- Demirer, I. (2022, November). *The impact of board of directors on firm cash holdings*. Paper presented at the iAHFME Research Symposium, New York, NY.
- Sharafshahi, B., & Demirer, I. (2015, July). *Hotel investment market in Dubai: Financing trends*. Poster presented at the 2015 ICHRIE Annual Conference, Orlando, FL.
- Demirer, I., & Kizildag, M. (2014, July). *Asset reduction and firm performance: Is asset light firms better?* Poster presented at the 2014 ICHRIE Annual Conference, San Diego, CA.
- Madanoglu, M., & Demirer, I., Karadag, E. (2013, July). *Franchising and cash holdings in the U.S. restaurant industry*. Paper presented at the 2013 ICHRIE Annual Conference, St. Louis, MO.
- Demirer, I., Memarzadeh, F., & Goh, B. (2013, January). *Effectiveness of asset and cost retrenchment in the restaurant industry*. Poster presented at the 18th Annual Graduate Student Conference in Hospitality and Tourism Research, Seattle, WA.
- Madanoglu, M., & Demirer, I. (2012, August). *Restaurant fixed assets and firm risk: Are you ready for encore?* Paper presented at the 2012 ICHRIE Annual Conference, Providence, RI.
- Demirer, I., & Goh, B. (2012, January). *Are CEO's and board of directors paying each other out: An investigation in the U.S. hospitality industry*. Poster presented at the 17th Annual Graduate Student Conference in Hospitality and Tourism Research, Auburn, AL.
- Demirer, I., Kizildag, M., & Goh, B. K. (2012, January). *Strategic positioning and intangible value in the restaurant industry*. Poster presented at the 17th Annual Graduate Student Conference in Hospitality and Tourism Research, Auburn, AL.
- Kizildag, M., Goh, B., Ho, Z., & Demirer, I. (2011, July). *Asset growth and the cross-section of hospitality stock returns*. Poster presented at the 2011 ICHRIE Annual Conference, Denver, CO.
- Demirer, I., & Yuan, J.J. (2011, January). *Executive compensation and firm performance in the U.S. restaurant industry: An agency theory approach*. Poster presented at the 16th Annual Graduate Student Conference in Hospitality and Tourism Research, Houston, TX.

- Demirer, I., Lee, D.-S., & Goh, B.K. (2010, July). *The effects of financial factors and risk on firm performance: Evidence from U.S. lodging companies*. Poster presented at the 2010 ICHRIE Annual Conference, San Juan, Puerto Rico.
- Kim, H.-S., Joung, H.-W., Demirer, I., & Binkley, M. (2009, January). *Evaluation of a take-out food safety perception instrument*. Paper presented at the 14th Annual Graduate Student Conference in Hospitality and Tourism Research, Las Vegas, NV.
- Lee, D.-S., Demirer, I., & Yuan, J. (2008, July). *Measuring the performance of IT investment in the hospitality industry: A content analysis of CEO letter to shareholders*. Poster presented at the 2008 ICHRIE Annual Conference, Atlanta, GA.
- Cobanoglu, C., Demirer, I., Kepeci, B., & Sipahioglu, S. (2007, January). *An analysis of utilization of technology applications in five-star hotels in Antalya*. Paper presented at the 12th Annual Graduate Student Conference in Hospitality and Tourism Research, Houston, TX.

Textbooks

- Goh, B.K., & Demirer, I. (2011). *Cost control in hospitality management: Financial accounting perspective*. Dubuque, Iowa: Great River Technology (Kendall Hunt)

TEACHING EXPERIENCE

STATE UNIVERSITY OF NEW YORK COLLEGE AT PLATTSBURGH

HMT251 – Principles of Tourism (3 credits)

The course examines the history and the theories behind the development of the modern tourism industry. Additionally, the course reviews the socio-cultural, environmental, and economic aspects of the tourism industry as well as the role of government and tourism organizations in the modern industry.

HMT360 – Hospitality Cost Control (3 credits)

Financial and managerial methods of the hospitality industry for maintaining effective controls on costs and operating expenses.

HMT383 – Lodging Operations Management (3 credits)

This course covers topics pertaining principles of operating a lodging facility including accounting, housekeeping, engineering, front desk, and guest services.

HMT384 – Hospitality Financial Management (3 credits)

Financial practices and systems used in the hospitality industry. Course covers time value of money, cost of capital, and capital structure concepts in hospitality management.

HMT442 – Technology Strategies for the Hospitality Industry (3 credits)

An introduction and overview of strategies to utilize and incorporate technology in the hospitality industry.

HMT442 – Operations Management in the Hospitality Industry (3 credits)

This course provides an overview of fundamental techniques and tools for analyzing and improving operational capabilities within any hospitality organization. Topics include competitive advantage strategies, product/service selection, designing service environments, forecasting, capacity management, que theory, and managing quality.

HMT483 – Hotel Asset Management (3 credits)

Financial feasibility, operating profit, and asset management in hospitality industry.

HMT454 – Resort Management (3 credits)

Investigate development of resort properties as tourism and business destinations. Examine management issues including planning, development, operation, and design of recreational amenities. Explore the financing and capital requirements of resort amenities.

HMT483 – Lodging Operations Management (3 credits)

The study of operations and interactions of departments within the rooms divisions of a hotel with particular emphasis on housekeeping, maintenance and security.

FIN355 – Principles of Finance (3 credits) (Face-to-face, Online)

An introduction to financial concepts and methods used in contemporary corporate financial decision making. Students learn about time value of money, valuation of stocks and bonds, and evaluation of business proposals. The risk-return relation, the cost of capital, capital budgeting techniques, and capital structure are explored.

MIS275 – Business Applications and Information Systems (3 credits) (Face-to-face, Online)

This course will introduce the topic of management information systems (MIS) and discuss how organizations use information systems to support for a variety of tasks ranging from basic day to day activities to creating a competitive advantage in the marketplace. Through a variety of hands-on exercises, students will utilize Excel spreadsheets and Access databases to explore information technology impacts on the core business disciplines.

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT

UNDERGRADUATE COURSES:

ACNT101 – Hospitality Accounting (3 credits) (BSc/BBA)

Topics include journalizing accounting transactions, creating financial statements, and analyzing financial statements.

ACNT201 – Management Accounting (3 credits) (BSc/BBA)

Topics include analyzing financial statements, ratio analysis, cost-volume-profit analysis, and budgeting.

ACNT301 – Principles of Internal Control (3 credits) (BSc/BBA)

Topics include budgeting, variance analysis, ratio analysis of financial statements, credit policy, accounts receivable and accounts payable policies, and purchasing.

DISS490 – Dissertation (9 credits) (BSc/BBA)

Supervised undergraduate students' dissertations.

FINN301 – Introduction to Finance (3 credits) (BSc/BBA)

Course covers financial management topics, including time value of money, loan amortization, cash flow valuation calculations, investment decisions, and cost of capital.

FINN401 – Real Estate (Hotel) Finance (3 credits) (BSc/BBA)

Project based class that focuses on hotel investment decisions. Topics include investment choice, forecasting revenues and expenses, and making decisions based on financial feasibility analysis.

FOOP101 – Front Office Operations (3 credits) (BSc/BBA)

Topics include history of hotel industry, front-office operations, guest check-in and out, and property management system applications (OPERA).

RESH301 – Research Methods (3 credits) (BSc/BBA)

Topics include qualitative and quantitative research methods, and survey development.

STAT201 – Statistics (3 credits) (BSc/BBA)

Topics include use of EXCEL for business statistics and data presentation such as descriptive statistics, creating charts and diagrams, and hypotheses testing such as ANOVA and regression analysis.

GRADUATE COURSES:

FINN901 – Hotel Asset Management (3 credits) (MSc/MBA)

Topics include hotel valuation techniques, management and ownership structures in hospitality, and disposition decisions.

CORP901 – Corporate Finance (3 credits) (MSc/MBA)

Topics include ratio analysis of financial statements, time value of money, cost of capital, capital investment decision, and project analysis.

DISS901 – Post Graduate Thesis (9 credits) (BSc/BBA)

Supervised MSc/MBA students' thesis.

RESH901 – Research Methods (3 credits) (MSc/MBA)

Topics include qualitative and quantitative research methods, and survey development.

TEXAS TECH UNIVERSITY

RHIM 3321 – Hospitality Financial Accounting (3 credits)

Topics included journalizing accounting transactions, creating financial statements, and analyzing financial statements.

RHIM 3322 – Hospitality Managerial Accounting (3 credits)

Topics included inventory costing, breakeven analysis, ratio analysis, and balance sheet analysis.

CHAired THESES/ DISSERTATIONS

MSc/MBA Students

- Ralph Nehme, (2015). Factors influencing cabin crew's service quality performance in Dubai.
- Behnam Sharafshahi, (2014). Hotel investment market in Dubai: Identification of trending & optimal debt/equity financing alternatives.
- Nataliya Budzey, (2014). The role of psychological and physical factors, ambience and service environment in customer satisfaction in the fitness club industry in Dubai.
- Pir Ali, (2014). The impact of corporate social responsibility towards the development of customer loyalty in the restaurants of Dubai.

Undergraduate Students

- Alia Fadah, (2015). Does customer satisfaction effect firm performance?

- Nadia Nasib, (2015). Performance appraisals - Methods and trends.
- Sarah Makki, (2015). What are the finance and accounting competencies needed by management in the hospitality industry in Dubai?
- Sehee Kang, (2015). The expectation of generation Y from the luxury tourism market.
- Sophie Peederman, (2015). Generation challenges in hospitality workforce.
- Stephen Mwangi, (2015). The effect of emotional intelligence on job satisfaction and job tenure among managers in five star hotels in Dubai.
- Adelya Zagidullina, (2014). Is the emergence of low cost airlines is a chance for small airports and regional tourism development?
- Hussain Al Fardan, (2014). Customer satisfaction and brand loyalty in the hotel industry.
- Leili Montasseri, (2014). Understanding social media effects on marketing and online customers within the hotel industry
- Mohammad Haris Nalapad, (2014). Career expectations of hospitality students with a focus on socioeconomic factors.
- Nina Sanda Win, (2014). Developments in research on brand image in the hospitality industry.
- Noura Boukhris, (2014). Water wastage management practices within the hospitality and tourism sector.
- Bader Rajab, (2013). Residents' perception on tourism development impacts on cultural, social, environmental, and economical factors.
- Bisher Nussaiba, (2013). Traveler's perceptions of online hotel reviews in Dubai.
- David Kadlec, (2013). Social and economic impacts of festivals on tourism destinations.
- Khaled Al Nuaimi, (2013). The effect of social media on hospitality industry.
- Sauran Dauylov, (2013). The need of cross-cultural training for expatriate managers in five star hotels.
- Yang Yang. (2013). Employee motivation in the hospitality industry: A literature review.
- Joelle Janz, (2013). The importance of a healthy lifestyle in the hotel industry.
- Lingchao Shen, (2013). Importance of service quality, food and atmosphere on consumer decision making in the selection of fine dining restaurants.

UNIVERSITY SERVICE

SUNY College at Plattsburgh

- Chair of the SBE Technology Committee – Fall 2020 – Current.
 - Evaluate the technology needs of SBE students.
 - Organize the SBE Technology Proficiency Exam.
- Member of the SBE Assessment Committee – Fall 2019 – Current.
- Member of the School of Business and Economics Faculty Assembly – 2016 – Current.
- Student Academic Advisor – Fall 2017 – Current.
- Represented the Hospitality Management Department at Open House events.
- Faculty Search Committee – Data Analytics – Spring 2023
- Faculty Search Committee – Management Information Systems – Fall 2022.
- Faculty Search Committee – Data Analytics – Spring 2021
- Reviewed & Revised Hospitality Management Major – Fall 2019.
- Member of the SBE Ad hoc Committee on Student Technology Proficiency Task Force – Spring 2019 – Spring 2020.
- Member of the Faculty Senate – Fall 2017 – Spring 2019.
- Field Trips:
 - NY Hotel Expo Show: Took 17 students to the largest Hospitality Industry show in the World. Visited alumni at work and toured the facilities. November 11, 2018.
- Manage Hospitality Management Department social media page (Facebook) – Fall 2018 – Current.
- Proposed M.S. in Hospitality Management Degree – Spring 2017.
- Library Liaison Committee. 2016-2021.

The Emirates Academy of Hospitality Management:

- Undergraduate Exam Board
- MBA Exam Board

PROFESSIONAL SERVICE

Ad Hoc Reviewer – Journal:

- International Journal of Hospitality Management

Ad Hoc Reviewer – Conferences:

- 4th International Conference on Events 2017
- 4th World Research Summit for Tourism and Hospitality 2017
- EuroCHRIE Annual Conference 2014
- ICHRIE Annual Conference 2012, 2013, 2014, 2015

Member, International Association of Hospitality Financial Management Educators. 2019-Current

TEACHING & RESEARCH WORKSHOPS

- Bloomberg Market Concepts, January 2018.
- Introduction to Teaching online at SUNY Plattsburgh Workshop, February 2017.
- STR – Hospitality Analytics Workshop, October 2014.
- University Teaching 101 – Coursera Online Course from John Hopkins University, Spring 2014.

INDUSTRY EXPERIENCE

Front Desk Agent, Overton Hotel & Conference Center, Lubbock, TX USA May-Aug 2010

- Coordinated departure and arrival of guests.
- Coordinated all aspects of front desk services for the guests.
- Controlled the cash flow from front desk operations.

Night Auditor, Marina Residence and Restaurant, Antalya, Turkey Jun 2005 - Jul 2006

- Audited PMS system for errors in room rates.
- Audited PMS system for room reservations and checked-in guests.
- Audited PMS system for guest arrival and departure conflicts.
- Audited PMS system for F&B charges, matched F&B charges with guests.
- Prepared weekly schedule for Front Office staff.
- Coordinated departure and arrival of guests.
- Coordinated all aspects of front desk services for the guests.
- Controlled the cash flow from front desk operations.

Controller, Bilintur Catering Center, Ankara, Turkey Sept-Dec 2004

- Audited inventories of outlets.
- Created Excel spreadsheets to verify inventories.
- Created Excel template for menu costing.
- Assisted treasurer in cash control.

Night Auditor/Front Desk Agent, Marina Residence and Restaurant, Antalya, Turkey Jun-Sept 2004

- Audited PMS system for errors in room rates.
- Audited PMS system for room reservations and checked-in guests.
- Audited PMS system for guest arrival and departure conflicts.
- Audited PMS system for F&B charges, matched F&B charges with guests.
- Coordinated departure and arrival of guests.
- Coordinated all aspects of front desk services for the guests.
- Controlled the cash flow from front desk operations.