

## MIRAY URKMEZER

Lecturer, PhD.

E mail: : [mirayurkmezer@beykoz.edu.tr](mailto:mirayurkmezer@beykoz.edu.tr)  
Phone number : 216 912 22 52-509  
Address : Vatan Caddesi No:69 34805 Kavacık, Beykoz

## Education

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PhD  
2025 Alanya Alaaddin Keykubat University, Graduate School of Education, Department of Business Administration Dissertation Title: *How Do Health Consciousness and Health Concerns Affect Medical Tourism Destination Loyalty? A Conditional Process Model for Revisit Intention and Word-of-Mouth Marketing.*

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Master's Degree (Thesis)  
2020 Muğla Sıtkı Koçman University, Institute of Social Sciences, Department of International Business and Trade, Muğla  
Thesis Title: *The Effect of Corporate Social Responsibility Activities on Perceived Value, Customer Satisfaction, and Purchase Intention: A Study on Hotel Enterprises in Sarıgerme.*

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Non-Thesis Master's Degree  
2022 Alanya University, Graduate School of Education, Social Media and Digital Communication (Non-Thesis), Alanya  
Project Title: *A Research on ZEN Diamond's Digital Marketing Activities.*

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Bachelor's Degree  
2012 Anadolu University, Faculty of Business Administration, Eskişehir

## Academic Positions

### Part-Time Lecturer (2022–2025)

Alanya University, Faculty of Art and Design, Department of Communication and Design (English)

Academic Year / Semester	Course	Language	Hours
2021–2022 Spring	Digital Presentation Techniques	English	2+2 hours

2022–2023 Fall	Public Relations	English	3 hours
	Digital Advertising	English	3 hours
2023–2024 Fall	Public Relations	English	3 hours
2022–2023 Spring	Digital Presentation Techniques	English	2+2 hours
2023–2024 Fall	Public Relations	English	3 hours
2023–2024 Spring	Digital Presentation Techniques	English	2+2 hours
	Journalism	English	3 hours
2024–2025 Fall	Public Relations	English	3 hours
2024–2025 Spring	Brand and Reputation Man.	English	3 hours

#### Books / Book Chapters (National & International)

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1. Urkmezer, M. (2024). *Mobile Marketing*, in Digital Marketing Strategies in Tourism, Çetinsöz, B., C. (Ed.). Detay Publishing, Istanbul.
2. Yetim Çelik, A. & Urkmezer, M. (2021). *A Study on Hotel Enterprises in Sarıgerme within the Scope of Corporate Social Responsibility*, in Gözen, E. (Ed.), Studies in Tourism Management and Marketing, Çizgi Publishing, Istanbul.
3. Miray Urkmezer & Hakan Cengiz (2025). *Customer-Centric Digitalization: The Key to Shaping the Future of Medical Tourism*, Chapter 14, Digitalization in Tourism, Apple Academic Press, USA.

#### Articles Published in International Peer-Reviewed Journals

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1. Urkmezer, M. (2024). *Neoliberal Lives: An Analysis of the Film “Queenpins”*, Akademik Bakış Journal, 2024, Vol. 8, No. 1, pp. 107–117.
2. Urkmezer, M. & Yetim Çelik, A. (2023). *A Study on the Effect of Corporate Social Responsibility Practices on Purchase Intention in the Tourism Sector: The Case of Sarıgerme*, Safran Journal of Culture and Tourism Research, 6(3): 469–482.
3. Urkmezer, M. & Sargın, B. (2023). *A Study on Hospital Websites in Alanya within the Scope of Medical Tourism*, Journal of Humanities and Tourism Research, 13(4): 764–777.

#### Papers Presented at International Scientific Conferences and Published in Proceedings:

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1. Urkmezer, M. (2024). *A City as a Brand in Digital Space: Alanya*. 5th Congress on Architecture and Cultural Heritage in Tourism, Alanya Alaaddin Keykubat University.