

September 3rd, 2020

Ondokuz Mayıs University
Faculty of Tourism
Samsun, Turkey

To Whom It May Concern:

This letter is to report the progress of Dr. Seden Dogan, who joined the M3 Center for Hospitality Technology and Innovation at the University of South Florida (USF) during 15th October 2019 and 31st August 2020. TO my surprise, Dr. Dogan started working on her own research project and some additional projects with myself and other faculty members in the School of Hospitality and Tourism Management within a week of her arrival in USF.

Dr. Dogan and I worked on several papers together during her stay here at USF. All of these papers were started from scratch and while some of them are in progress, others are under review in top tier hospitality and tourism journals. The first paper that we worked on his entitled: **Friend or a Foe? Understanding Generation Z's Intentions to Work with Service Robots in Hotel Industry** is now under review in the *International Journal of Hospitality Management*. Another paper entitled: **Brand anthropomorphism, brand love and brand defense during COVID-19: Studying Social Distancing practiced by Global Hospitality Brands** is now under review in *Journal of Hospitality and Tourism Management*. We are also working on another three research papers including (1) **Scale Development Practices in Hospitality Research: Should we Move to Composite Confirmatory Analysis**, (2) **Why Disclose? Determinants of Tourists' Self-Disclosure on Social Networking Sites**, and (3) **Generation Z's Preferences for In-Room Technologies within Hotels: A comparative Study**. All of these studies will be completed within a couple of months and submitted to top tier hospitality journals.

In addition to research, Dr. Dogan has also audited my undergraduate course – **Hospitality Marketing and Sales**, and graduate course – **Research Methods and Statistics for Hospitality and Tourism**. While auditing, she was an active participant of these classes, working closely with the students and I really appreciate her contribution to both these classes.

Dr. Dogan is an amazing scholar and a humble person. She was very well-liked by the faculty, staff and students at the University of South Florida. Considering her contributions to M3 Center, University of South Florida awarded her “2020 Outstanding Visiting Scholar Award.”

It was a great pleasure to work with Dr. Dogan and I plan to continue working with her because of her strengths in research and collaborations. I hope that our collaboration will continue and continue to produce high quality, high impact research studies.

Should you have any questions about Dr. Dogan, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Faizan Ali', with a stylized flourish at the end.

Dr. Faizan Ali

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