**The Impact of Electronic Word-of-Mouth (eWOM) and Machine-to-Machine Economy (M2M) on Hospitality and Management: A Theoretical Framework**

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**Abstract**

Electronic word of mouth (eWOM) has begun to take on more significance due to the advancement of digital technologies and changes in how businesses are conducted. eWOM has been used to predict purchasing behavior in tourism. Another issue that has arisen as a result of digital technologies is the development of a transformational economy through communication with the internet of things, artificial intelligence, and integrated systems, also known as a machine-to-machine economy (M2M). M2M technology generally shows little or no human interaction during the stages of structuring, positioning, and operating information. They are information and communication technology tools that can measure, transmit, interpret and react by coding information in various ways with only machines. Using this digital transformation system in conjunction with the digital transformation economy will be unavoidable in hospitality and management. The existence of integration of eWOM applications with the machine-to-machine economy in the field of Hospitality and Management is investigated in this study. An exploratory research method is used in qualitative research to establish a theoretical framework within the scope of the research. An attempt was made to develop a conceptual framework within the parameters of the study by first reviewing published studies on the eWOM and M2M economies. Then, a review of the hospitality and management industries was conducted. As a result of the research, a theoretical proposal for integrating eWOM and M2M economy in the field of hospitality and management is presented.

**Keywords:** Electronic word of mouth, machine-to-machine economy, hospitality and management, digital transformation, sustainability

**Jel Codes:** M30, O33, Z32

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