

# Eda Evla Mutlu, PhD



**Assistant Professor**

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## Education

- Bachelor Ege University – Food Engineering (2004-2009)
- Master Istanbul University – MBA (2009-2011)  
Ege University – Human Studies in Social Sciences Program (2014-2018)
- Doctorate Yasar University – Business Management Department (2012-2017)  
PhD Thesis: Cognitive Evaluation of Organizational Change via Postmodern Epistemology

## Academic Employment

- Assistant Professor, Antalya Bilim University, Tourism Faculty (Feb. 2018- )
- Research Assistant, Yasar University, Tourism Faculty (2013-2014)
- Part time lecturer, Yasar University, Faculty of Economics and Administrative Sciences (2012)

## Professional Employment

- Yasar University / Izmir / Project Funding Expert in Technology Transfer Office (2016-2017)
- Sozer Food Products / Istanbul / January 2011 / 9 months / Quality Assurance Engineer: Improving the ISO 9001: 2008, BRC and GMP (Good Manufacturing Plant) implications, educating employees.
- Mikron Machine and Mold / Istanbul/ April 2010 / 9 months / Quality Assurance Manager: ISO 9001:2008 application, evaluation of current quality control procedure and improving the procedures, educating employees.
- Mikron Machine and Mold / Istanbul/ April 2010 / 9 months / Quality Assurance Manager: ISO 9001:2008 application, evaluation of current quality control procedure and improving the procedures, educating employees.
- Palyaco Organization / Izmir / August 2008 / 8 months / Assistant Coordinator / Pre-evaluation of job applicants, education of newly employed, public relations.

## Publications

### Academic Articles

- Wegener, M., **Mutlu, E. E.** (2021) The Good, The Bad, The Well-Connected. *International Journal of Game Theory*. 50 (3). 759-771.
- **Mutlu, E. E.**, Başer, G. (2020). Antalya within the Framework of Tourism Investment Incentives. *Anatolia: Turizm Araştırmaları Dergisi*. 31 (3). 264-275.
- Nazlı, M., **Kesici, E. E.** (2018) Exploring The Performance Of Hotels' Websites for Guests with Disabilities: A Content Analysis Approach, *Business & Management Studies: An International Journal*, 6(1), 315-331.
- Nazlı, M., **Mutlu, E. E.** (2018) Corporate Website Content Related to Disability in the Top 50 Fortune Firms in Turkey, *Int. Journal of Management Economics and Business*, 14 (1), 163-185.
- **Kesici, E. E.** (2017). The Importance of Postmodern Epistemology in Organizational Change Assessment, *Business and Management Studies: An International Journal BMIJ*, (2017), 5(3): 717-727 doi: <http://dx.doi.org/10.15295/bmij.v5i3.181>
- Nazli, M., **Kesici, E. E.**, Dalgıç Turhan, G., Arbak, H. (2017) Differences In Innovation Management Perspectives of Innovative Firms: A Case Study in Izmir, *Ege Strategic Research Journal*, 8(2), 151-173.
- **Kesici, E.E.**, Nazli, M., Turhan Dalgic, G., (2017). Compatibility of Firm Positioning Strategy and Website Content: Highest R&D Spending Firms in Turkey. *Gaziantep University Journal of Social Sciences*, 16 (3), 664-686. DOI: 10.21547/jss.311944.
- **Kesici, E.E.** (2017) *Research Report on the Woman in Edirne*, Edirne: Edirne Bar Association.
- Nazli, M. & **Kesici, E.E.** (2016) Perception of Innovation for the Next 25 Years, *Journal of Business Research Turk*, 8(3), 264-282.
- Karaata, S., **Kesici, E. E.**, Hacıoğlu, F., Dalgıç, G., Arbak, H., Nazlı, M., Taşpınar, P. (2016), *Success Stories of Innovative Firms in Izmir*. İzmir: İZKA. ISBN: 978-975-6339-54-1.

### Book Chapters

- Nazlı, M., **Mutlu, E. E.** (2023) Vaccine Tourism and Ethical Behavior of Generation Z in the Covid-19 Pandemic, Turan, A. B., Kaptangil, K. (Ed.), Ozgur Press. DOI: 10.58830/ozgur.pub399
- **Mutlu, E. E.**, Nazlı, M. (2023) "Postmodern Tourism in a Mythological Destination: Exploring the Image of Olympos/Turkey". Bayram, A. T., *Researches on Tourism*. Ozgur Press. DOI: 10.58830/ozgur.pub257.
- Pınar, İ., **Kesici, E.E.** (2017). "Service Life-Cycle Model". Pınar, I., Mutlu E. E., Tutuncuoglu, M, İgneçci, M. (Ed.) in *International Services Marketing: New Trends and Updated Terminology*, pp 342-349. Izmir: Detay Publisher.
- **Kesici, E.E.**, (2017), "Organizational Change in Services Marketing". Pınar, I., Mutlu E. E., Tutuncuoglu, M, İgneçci, M. (Ed.) in *International Services Marketing: New Trends and Updated Terminology*, pp 288-295. Izmir: Detay Publisher.
- **Kesici, E.E.**, (2017), "Neuromarketing". Pınar, I., Mutlu E. E., Tutuncuoglu, M, İgneçci, M. (Ed.) in *International Services Marketing: New Trends and Updated Terminology*, pp. 282-287. Izmir: Detay Publisher.

### Proceedings

- Başer, G., **Mutlu, E. E.** (2023) The Perception of Turkish Tourists for Sustainable Hotels and Its Impact on Their Hotel Selection. Conference on Managing Tourism Across Continents. ISSN: 2834-4731.

- Bařer, G. **Mutlu, E. E.**, Ramalhose, E. (2023). Ethical Food Entrepreneurship: A review of the literature and a case analysis based on Ethical Matrix. 4<sup>th</sup> International Gastronomy, Tourism and Cultural Studies Symposium, eřme.
- Dođan, O., **Mutlu, E. E.** (2023). Volunteer Visitor Experiences for Organic Farms within the Scope of Sustainable Tourism: WWOOF Trkiye Example. 5th International Tourism And Cultural Heritage Congress, Marmaris.
- Bařer, G., **Mutlu, E. E.**, ziyci, H. R. (2023). Etik Boyutuyla Gıda Ekosistemi: Sorunlar ve İleriye Dnk Yaklařımlar. 4<sup>th</sup> International Congress on Agricultural and Food Ethics, Ankara.
- Wegener, M., **Mutlu, E. E.** (2019). The Good, The Bad, The Unconnected. SCPLS.
- Bařer, G., **Mutlu, E. E.** (2018). Determination of Internal and External Factors Affecting the Investment Decisions of Tourism Sector Entrepreneurs. IWACT International West Asia Congress of Tourism Research. 341-349
- Pirnar, I., **Kesici E.**, Igneci, M. (2017), Cultural Tourism as A Clustering Base for Destination Marketing: Case of Izmir. In *5th International Conference on Contemporary Marketing Issues Proceeding*, Chalkidiki.
- Bulut, ., **Mutlu, E.E.** & Nazli, M. (2013, September). Innovation and Entrepreneurship Assessment Initiatives: A Critical View. In *Proceedings for the 8th European Conference on Innovation and Entrepreneurship: ECIE 2013* (p. 126). Academic Conferences Limited.
- Bulut, ., Aslan, G. & **Mutlu, E.E.** (2013) Museums in New Era: The Case of Konak Municipality Boutique Museums. In *Proceedings of NetMuse International Conference on Sustainable Cultural Heritage Management, 2013* (p.203).

#### Others

- Grkan, P. & **Mutlu, E.E.**, (2014), Creative Digital Marketing, *Pazarlama ve İletiřim Kltr Dergisi-Pi*, 4, 42-46. (in Turkish)

#### Projects

- TBİTAK 1002 funded “The Impact of 'All-Inclusive' Holiday Concept on Tourist Visitation: The Case of Antalya Province”, Researcher, (2024-2025).
- TBİTAK 3005 funded “The Effect of Gamification on Tourist Satisfaction and Knowledge Level in Personalized Tourist Route Design: Antalya Kaleii Application”, Coordinator (2023-2025).
- Erasmus + KA2: Partnerships for Cooperation, “EFE: Ethical Food Entrepreneurship” (2021-2023). Turkish Team Member. <https://ethical-food.eu/>
- Proposal of a Novel Model and Software in Organizational Network Analysis – Funded by Yasar University, Coordinated by Assist. Prof. R. Serkan Albayrak (2015-2017)
- Success Stories About Innovation in Izmir – Funded by “IZKA” (a local NPO), Coordinated by Selcuk Karaata (2015-2016)
- Measuring Perception of Customer and Society for EFQM – Funded by “DYO Inks”, Coordinated by Assist. Prof. R. Serkan Albayrak (2015-2016), (2014-2015)
- Measuring Perception of Society for EFQM – Funded by “Ege Profil” Coordinated by Assist. Prof. R. Serkan Albayrak (2015-2016)
- Market Research of a Specific Product of ToyoInks – Funded by “ToyoInks”, Coordinated by Assist. Prof. R. Serkan Albayrak (2014-2015)
- Tourism Master Plan – Funded by “Bornova Municipality”, Coordinated by Assist. Prof. Gokce Ozdemir (2013-2014)
- Erasmus Exchange Student at Technological Educational Institute of Athens (TEI of Athens) / Greece / 6 months (September - February 2006)

## Courses/Teaching

- Restaurant Management and Entrepreneurship (Bachelor) (English)
- Food Ethics (Bachelor) (English)
- Food and Media (Bachelor) (English)
- Vegetarian Cuisine (Bachelor) (English)
- Introduction to Management (Bachelor) (English)
- Organizational Behavior (Bachelor) (English)
- Consumer Psychology and Ethics for Tourism (Bachelor) (English)
- Consumer Behavior (Bachelor and Masters) (English and Turkish)
- Strategic Management (Masters) (Turkish)