

# Eda Evla Mutlu, PhD

**Assistant Professor**  
**Antalya Bilim University**  
**Tourism Faculty**

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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

- ▶ Technological Educational Institute of Athens / Greece / September 2006 / 6 months / Researcher about antioxidant effect of some specific food waste / TEI of Athens.
- ▶ Palyaco Organization / Izmir / August 2008 / 8 months / Assistant of Coordinator / Pre-evaluation of job applicants, education of newly employed, public relations.
- ▶ An Food Products / Aydın / June 2009 / 4 months / Quality Engineer: Documentation and application of standards ISO 9001:2008, HACCP, BRC and IFS.
- ▶ 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.
- ▶ 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.
- ▶ Yasar University / Izmir / Project Funding Expert in Technology Transfer Office (2016-2017)

## Publications

### Academic Articles

- ▶ 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>
- ▶ Nazlı, M., **Kesici E. E.** (2017) Corporate Website Content Related To Disability In The Top 50 Fortune Firms In Turkey, *International Journal of Management Economics and Business*, 14 (1), 163-185.
- ▶ 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

- ▶ Pirnar, İ., **Kesici, E.E.** (2017). "Service Life-Cycle Model". Pirnar, 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". Pirnar, 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". Pirnar, 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

- ▶ Pirnar, I., **Kesici E.**, İgneçci, 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, Ç., **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, Ç., 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*

- ▶ Gürkan, P. & **Mutlu, E.E.**, (2014), Yaratıcı Dijital Pazarlama (Creative Digital Marketing), *Pazarlama ve İletişim Kültürü Dergisi-Pi*, 4, 42-46. (in Turkish)

### **Projects**

- ▶ 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 Asisst. Prof. Gokce Ozdemir (2013-2014)

### **Courses/Teaching**

- ▶ Restaurant Management and Entrepreneurship
- ▶ Introduction to Management
- ▶ Organizational Behavior
- ▶ Consumer Psychology and Ethics for Tourism
- ▶ Information Technologies

### **Research Interests**

- ▶ Employee perception, cognitive maps, social networks, conceptual networks, organizational change, postmodern epistemology, marketing