

Eda Evla Mutlu, PhD

Assistant Professor
Gastronomy & Culinary Arts Department
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Education

Degree	Field	University	Year
Bachelor	Food Engineering	Ege University	2004–2009
Master	MBA	Istanbul University	2009–2011
Master	Human Studies in Social Sciences	Ege University	2014–2018
Doctorate*	Business Administration	Yasar University	2012–2017

*PhD Thesis: Cognitive Evaluation of Organizational Change via Postmodern Epistemology

Academic Employment

- Assistant Professor, Antalya Bilim University, Tourism Faculty (Feb. 2018-)
- Deputy Head of Gastronomy and Culinary Arts Department at Antalya Bilim University (Oct. 2024 -)
- 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

- Baser, G., & Mutlu, E. E. (2025). Extending the GSTC Criteria to Sustainable Hotel Perception to Predict Visit Intention. *International Journal of Contemporary Economics and Administrative Sciences*, 15(2), 438–465. <https://doi.org/10.5281/zenodo.18136512>

- Doğan, O., **Mutlu, E. E.** (2025). Volunteer perceptions of organic farms in accordance with GSTC criteria: A case study of WWOOF Türkiye. *Journal of multidisciplinary academic tourism*, 10(3), 251-262. <https://doi.org/10.31822/jomat.2025-10-3-251>
- 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>
- Nazlı, 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.**, Nazlı, 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.
- Nazlı, 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.
- 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

- **Mutlu, E. E.**, Effertz, E. D. (2025) Post-Capitalist and Community-Supported Agrotourism: Examples from Antalya. 5th International Congress on Agricultural & Food Ethics.
- Bařer, G., **Mutlu, E. E.** (2025) How Can Artificial Intelligence Contribute to Sustainable Tourism? 12th Advances in Hospitality and Tourism Marketing and Management Conference.
- Dođan, O., **Mutlu E. E.** (2025) A Bibliometric Analysis on Food and Earthquake Research. 7th International Turkic World Tourism Congress.
- Bařer, 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. 4th 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. 4th 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.**, İgneci, 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

- Erasmus + KA2: Partnerships for Cooperation, Adult Education, “RISE Resilient Communities”. Coordinator of Turkish Team. (October 2025 - October 2027).
- TBİTAK 1002 funded “The Impact of 'All-Inclusive' Holiday Concept on Tourist Visitation: The Case of Antalya Province”, Researcher, (June 2024 - October 25).
- TBİTAK 3005 funded “The Effect of Gamification on Tourist Satisfaction and Knowledge Level in Personalized Tourist Route Design: Antalya Kaleii Application”, Coordinator (June 2023 - October 2025).
- TBİTAK 2209/A. Unique Flavors of Antalya with Enriched Vegan, Gluten-Free, and Diabetic-Friendly Tartolet (Coordinator: Toygar apık/Bachelor Student). Supervisor. (2024-25)
- UNİDES. Into the Kitchen to Experience Eurasia. (Coordinator: Gktađ iek/Bachelor Student). Supervisor (2024)

- 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 (2015-17)
- Success Stories About Innovation in Izmir – Funded by “IZKA” (a local NPO), Coordinated by Selcuk Karaata (2015-16)
- Measuring Perception of Customer and Society for EFQM – Funded by “DYO Inks”, Coordinated by Assist. Prof. R. Serkan Albayrak (2015-16), (2014-15)
- Measuring Perception of Society for EFQM – Funded by “Ege Profil” Coordinated by Assist. Prof. R. Serkan Albayrak (2015-16)
- Market Research of a Specific Product of ToyoInks – Funded by “ToyoInks”, Coordinated by Assist. Prof. R. Serkan Albayrak (2014-15)
- Tourism Master Plan – Funded by “Bornova Municipality”, Coordinated by Assist. Prof. Gokce Ozdemir. Research Assistant. (2013-14)
- Erasmus Exchange Student at Technological Educational Institute of Athens (TEI of Athens) / Greece / 6 months (September - February 2006)

Thesis Supervised

- Effertz D. (2024) Ecological Entrepreneurship and Entrepreneur’s Motivation: A Case Study of Antalya. Business Management Master’s Thesis. Antalya Bilim University.
- Al Kurdi, M. A. (2025) Management Applications of Artificial Intelligence in Making Administrative Decisions. Business Management Master’s Thesis. Antalya Bilim University.
- Teymurov, N. (2025) A Qualitative Study on Digital Content Marketing Strategy: The Case of Antalya Restaurants. Business Management Master’s Thesis. Antalya Bilim University.
- Shriyer, C. (2025) Exploring Effective Digital Marketing Strategies for a Newly Founded Educational Consultancy: Saneh Consultancy Services. Business Management Master’s Thesis. Antalya Bilim University.

Course Experience

- Restaurant Management and Entrepreneurship (Bachelor) (English)
- Food Ethics (Bachelor) (English)
- Food and Media (Bachelor) (English)
- Food and Sustainability (Bachelor) (English)
- Vegetarian Cuisine (Bachelor) (English)
- Information Technologies for Gastronomy (Bachelor) (English)
- Basic Office Programs (Bachelor) (English)
- Digital Travel Storytelling and Content Creation (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)

Memberships

- **COST Network Working Group Member:** [CA24170](#) - Building resilient rural communities through synergy of traditional knowledge and technological innovation (SMART-RURAL) (End date - 16/10/2029)
- [Pozitif Dialog Foundation](#), Member (2026)