

Lect. PhD Can Armutlu

Personal Information

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International Researcher IDs

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Biography

Can Armutlu is a graduate of TED Ankara College Private High School. She received her BS degree in Economics from Gazi University and MBA degree from Baskent University. She completed her PhD in Business Administration at Gazi University in 2008. She worked as a research assistant during her studies at Gazi University. She joined Baskent University, Faculty of Commercial Sciences in 2009. Between the years 2009-2013 she worked as an assistant professor at Baskent University and taught marketing management and introduction to business courses. She joined TED University in 2015 as a part time instructor, since September 2017 she is giving marketing lectures as a full time instructor. Her research interests are consumer behavior, symbolic nature of consumption, self-concept, and research methodology in marketing.

Education Information

Doctorate, Gazi University, Sosyal Bilimler Enstitüsü, Sosyal Bilimler Enstitüsü, Turkey 2003 - 2008

Postgraduate, Baskent University, Faculty Of Economics And Administrative Sciences, Department Of Business, Turkey 2000 - 2003

Undergraduate, Gazi University, İktisadi Ve İdari Bilimler Fakültesi, İktisat, Turkey 1991 - 1995

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Lecturer PhD, TED University, Faculty of Econ. and Administ. Sciences, Department of Business Administration, 2017 - Continues

Assistant Professor, Baskent University, Ticari Bilimler Fakültesi, Turizm İşletmeciliği Bölümü, 2010 - Continues

Lecturer, Baskent University, Ticari Bilimler Fakültesi, Turizm İşletmeciliği Bölümü, 2009 - 2010

Research Assistant, Gazi University, Ticaret Ve Turizm Eğitim Fakültesi, İşletme Eğitimi Bölümü, 2000 - 2009

Courses

Principles of Marketing, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016

Consumer Behavior, Undergraduate, 2023 - 2024, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2017 - 2018

Marketing Research, Undergraduate, 2023 - 2024, 2020 - 2021, 2018 - 2019, 2017 - 2018

Principles of Marketing, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Graduation Project, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Management and Leadership in Educational Institutions, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Summer Practice II, Undergraduate, 2021 - 2022

Marketing Techniques in Educational Institutions, Postgraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Summer Practice, Undergraduate, 2021 - 2022

Summer Practice I, Undergraduate, 2021 - 2022

International Marketing, Undergraduate, 2020 - 2021, 2017 - 2018

Organizational Behavior, Undergraduate, 2019 - 2020, 2018 - 2019, 2016 - 2017, 2015 - 2016

Organizational Behavior, Undergraduate, 2019 - 2020, 2018 - 2019

Senior Project and Seminar, Undergraduate, 2018 - 2019, 2017 - 2018

Senior Project and Seminar, Undergraduate, 2016 - 2017

Management and Leadership in Educational Institutions, Postgraduate, 2016 - 2017, 2015 - 2016

Marketing Techniques in Educational Institutions, Postgraduate, 2015 - 2016

Articles Published in Other Journals

- I. **Reflections of management fashions on master theses and dissertations: A bibliometric analysis**
Armutlu C., Sağlam Arı G.
METU Studies in Development, vol.37, no.1, pp.1-23, 2010
- II. **An Empirical Study in the Relationship Between Self- Congruity, Consumer Satisfaction and Brand Loyalty**
Armutlu C., Üner M.
Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.11, no.3, pp.1-26, 2009
- III. **The Reflections of Methodological Discussions to Management and Marketing Fields within the Frame of the Positivist and Postpositivist Paradigms**
Sağlam Arı G., Armutlu C., Tosunoğlu Güneri N., Yücel Toy B.
H.Ü. İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.27, no.1, pp.113-141, 2009
- IV. **Methodological Problems in Quantitative Researches: An Empirical Study on Master Thesis**
Sağlam Arı G., Armutlu C., Güneri Tosunoğlu N., Yücel Toy B.
Ankara Üniversitesi SBF Dergisi, vol.64, no.4, 2009
- V. **Theoretical Bases of Relationship Marketing: Interaction and Network Approach**
Armutlu C.
Gazi Üniversitesi Ticaret ve Turizm Eğitim Fakültesi Dergisi, vol.2, 2006

Books & Book Chapters

- I. **Understanding the Antecedents of Destination Identification: Linkage Between Perceived Quality-of-Life, Self-Congruity, and Destination Identification**
Armutlu C., Üner M.
in: Handbook of Tourism and Quality-of-Life Research. International Handbooks of Quality-of-Life, Muzaffer Uysal, Richard Perdue, Michael Sirgy, Editor, Springer, Dordrecht, pp.251-261, 2012