

## Lect. PhD Can Armutlu

### Personal Information

**Office Phone:** [+90 312 585 0237](tel:+903125850237)

**Email:** [can.armutlu@tedu.edu.tr](mailto:can.armutlu@tedu.edu.tr)

**Web:** <https://avesis.tedu.edu.tr/can.armutlu>

### International Researcher IDs

ORCID: 0000-0002-0038-496X

Yoksis Researcher ID: 181628

### 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, 2016 - 2017, 2015 - 2016  
Marketing Research, Undergraduate, 2020 - 2021, 2018 - 2019, 2017 - 2018  
Consumer Behavior, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 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, 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 Emprical 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