

Abbreviated title: Transntl, Market, J.

Transnational Marketing Journal (TMJ) seeks to advance knowledge and contribute to the debates in Marketing. *Transnational Marketing Journal* is dedicated to publishing high quality contemporary research into transnational marketing practices and scholarship while encouraging critical approaches in the development of marketing theory and practice. *Transnational Marketing Journal* aims to publish high-quality papers on transnational marketing, the emphasis being on current interests, marketing practice and theory development. The journal offers an outlet for research and scholarship in this growing field in marketing research.

Transnational Marketing Journal is indexed and abstracted in:

SCOPUS

China Academic Journals Database (CNKI Scholar)

EBSCO Academic Search international

EBSCO Business Source

ERIH Plus

Norwegian Register for Scientific Journals, Series and Publishers

Research Papers in Economics (RePEc)

Also included in:

American Sociological Association Publishing Options Directory

Transnational Marketing Journal is published twice a year in May and October.

Transnational Marketing Journal is published by Transnational Press London, UK.

Addresses:

URL: www.transnationalmarket.com Email: editor@transnationalmarket.com

DISCLAIMER: Opinions expressed by contributing authors and any selection of reports, references etc. are not necessarily those of *Transnational Marketing Journal* and do not reflect those of the publisher or the editors. Responsibility of information rests solely with the author(s). Signed articles are the responsibility of the authors. Views presented in *Transnational Marketing Journal* do not reflect the views of the publisher or the editors. The Publisher, *Transnational Press London* cannot be held responsible for errors or any consequences arising from the use of the information contained in *Transnational Marketing Journal*. Similarly, any advertisement published does not constitute an endorsement by the publisher and the editors.

COPYRIGHT: © 2013-2020 Transnational Press London. All rights reserved. With the exception of fair dealing for the purposes of research or private study, or criticism or review, no part of this publication may be reproduced, stored, transmitted or sold in any form or by any means without the prior permission in writing from the copyright holder. Subscribed institutions may make photocopies of this publication for free for teaching purposes provided such copies are not sold. Special requests should be addressed to

sales@tplondon.com

CREDITS: The logo and cover designs are by Gizem CAKIR and Nihal YAZGAN.

© 2013-2020 Transnational Marketing Journal

FDITORS:

Ibrahim SIRKECI, Regent's University London, UK (Chief Editor) Maktoba OMAR, Coventry University, UK



ASSOCIATE EDITORS:

Omar Al SERHAN, Higher Education Colleges, UAE Evinc DOGAN, Akdeniz University, Turkey Satyabushan DASH, Indian Institute of Management, Lucknow, India Faten JABER, Oxford Brookes University, UK Julian VIECELI, Swinburne University of Technology, Australia

EDITORIAL REVIEW BOARD:

Nessa ADAMS, University of the Arts London, UK

Sola ADESOLA, Oxford Brookes University, United Kingdom

Joaquin ALDAS-MANZANO, University of Valencia, Spain

Kalman APPLBAUM, University of Wisconsin-Milwaukee, USA

Akram Al ARISS, Toulouse Business School, France

Müjde BIDECI, International University Rabat, Morocco

Paolo CORVO, University of Gastronomic Sciences, Italy

Harry COSTIN, American Graduate School in Paris, France

Aftab DEAN, Leeds Metropolitan University, UK

Margaret E. DORSEY, University of Texas-Pan American, USA

Cees J. GELDERMAN, Open University of the Netherlands, NL

Ernestina GIUDICI, University of Cagliari, Italy Svend HOLLENSEN, University of Southern Denmark, Denmark

Alex Ng Hou HONG, Swinburne University of Technology, Malaysia

Kerry HOWELL, University of Plymouth Business School, UK

Wendy HUI, Nottingham University Business School, China

Pandora KAY, Victoria University, Australia Finola KERRIGAN, University of the Arts London, UK

Rita KIRK, Southern Methodist University, USA Kaouther KOOLI, University of Bournemouth, UK

Krzysztof KUBACKI, Griffith University, Australia Robert D. LEMON, University of Texas at Austin, USA Ming LIM, University of Liverpool, UK Jonathan LIU, Regent's University London, UK Mohamed M. MOUSTAFA, Gulf University for

Science and Tech., Kuwait Marc OPRESNIK, University of Appl. Sciences

Lubeck, Germany Collins OSEI, Edinburgh Napier University, UK

Wiktor PATENA, Higher Colleges of Technology, UAE

Costas PRIPORAS, Middlesex University, UK Carsten RENNHAK, Universität der Bundeswehr München, Germany

Paulette Kershenovich SCHUSTER, Hebrew
University of Jerusalem, Israel

Marina SHERESHEVA, Lomonosov Moscow State University, Russia

Dariusz SIEMIENIAKO, Bialystok University of Technology, Poland

Lyndon SIMKIN, University of Reading, UK Slawomir SMYCZEK, University of Economics in Katowice, Poland

Peter STOKES, University of Chester, UK Tan VO THANH, La Rochelle Business School, France

Alexander THOMPSON, University of Exeter, UK

Nathalia TJANDRA, Edinburgh Napier University

Evangelos TSOUKATOS, TEI of Crete, Greece Demetris VRONTIS, University of Nicosia, Cyprus

Nadine WAEHNING, York St John University,

Dr Robert L. Williams, Jr., Susquehanna University, USA

Jonathan A. J. WILSON, Regent's University London, UK

Ho Yin WONG, Deakin University, Australia Detlev ZWICK, York University, Canada