

## Editorial | Ibrahim Sirkeci <sup>±</sup>

*Transnational Marketing Journal* is dedicated to disseminate scholarship on cross-border phenomena in marketing by acknowledging the importance of local and global or in other words, underlining the transnational practices marked by national and local characteristics in a fluid fashion spreading over more than one national territory.

Over the last few years, we have included case studies looking at particular cases as well as articles with a thorough transnational focus. In an increasingly chaotic environment of academic publishing where thousands of journals emerged in recent years competing for not so exponentially growing academic community, *Transnational Marketing Journal* aims to defend this specialist corner with continuous commitment to publication ethics and academic rigour.

Our practice since the launch of the journal in 2013 has been praised by the recent news about the inclusion of the Journal in SCOPUS, one of the two biggest ranking institutions worldwide. Now our job is tougher than ever. Nevertheless, this is a boost to our editorial board members, authors, reviewers and readers. We thank all of them for this collaborative success.

In the coming volumes, we will see selective special issues published. The current issue offers three articles. The first article by Paulette Schuster looks into “falafel” and “shwarma” in Mexico and discusses the perception of Israeli food in Mexico. The unique feature of this study is the transnational research design which compares three different groups in two country contexts: Jewish Mexicans in Israel, Israelis in Mexico and Jewish Mexicans who remained in Mexico. She identifies marked differences in ways in which these foodstuff are marketed in Israel and abroad.

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The second article led by Nadine Waehning from York St Johns University and collaborated by Stephan Dahl, Sinan Zeyneloglu and myself is a case study illustrating a critical account of cultural dimensions formulated by Schwarz using the value surveys data for four large Western European countries, namely Germany, United Kingdom, France and Spain. The statistical analysis shows strong cross country similarities and within country regional differences in all dimensions. Such analysis can be useful for transnational organisations operating in these countries.

The third article in the issue is a qualitative study of the negative attitudes of millennials towards mobile marketing. Beth Ghiloni seeks to understand the context of the phone as an environment within which marketing messages are received. She delinieates brands, products and their relationships to one's digital identity. She argues that SMS subscription is a potential indicator of customer loyalty and brand engagement.

As the editors, we hope these articles will lead further scholarly exchanges in the field of Transnational Marketing.

