

Editorial | Ibrahim Sirkeci [±]

Transnational Marketing Journal is a unique outlet with its theoretical focus and scope where we promote research and scholarship into the cross border practices and behaviours. The three articles we include in this issue are exploring different countries and mobility impact is a cross-cutting theme.

Varsha Jain, Chakshu Bhandari, and Ganesh B.E. in their article titled "Discovering the Interpersonal Relationship between Luxury Perfume Brands and Consumers" look into luxury perfume brands sector globally and nationally. This high involvement category, according to authors, needs to be developed and promoted with specific means. Their paper aimed at discovering a framework for relationship between luxury perfume brands and the consumers.

The second article titled "Portuguese Sardines - from the ritual to the brand" by Cecília Avelino Barbosa focuses on place branding and network of associations in the consumer's mind. She studies the ways in which tourists in Portugal can buy sardine shaped objects in cheap stores as well as expensive shops. In this paper aim is to understand the associations made by foreigners when they are outside of Lisbon. She has used five sardine prototypes in questioning to which city they are related. The interviews were carried in Madrid, Lyon, Rome and London in April and May 2017.

Bülent Akkaya and Akif Tabak examined the impact of dynamic capabilities on firm perceived marketing performance of small and medium sized enterprises in Turkey. Their study aimed to explore the impact of dynamic capabilities on companies' perceived market performance. The data was collected through a quantitative field research in SME companies operating the Aegean region, west of Turkey via interviews with 198 managers. They suggest that dynamic

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capabilities have a positive effect on operational capabilities which in turn have a significant effect on the performance of the firms.

