Transnational Business and Management

ISSN: 2753-541X e-ISSN: 2753-5428

Transnational Business and Management is an international double-blind peer-reviewed scholarly journal that seeks to advance knowledge of management and business studies and practice by providing a forum for research, and informed scholarly discussion of policies and practices.

Transnational Business and Management is indexed and abstracted in CEEOL, Google Scholar and Research Papers in Economics (RePEc).

Transnational Business and Management is published twice a year in June and December.

Transnational Business and Management is published by Transnational Press London, UK.

Addresses:

URL: journals.tplondon.com/tbm Email: admin@tplondon.com

Mail: 13 Stamford Place, Sale, M33 3BT, United Kingdom

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

COPYRIGHT: © 2022-23 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 by Gizem CAKIR and cover designs by Nihal YAZGAN.

© 2022-23 Transnational Business and Management & Transnational Press London

Editor in Chief:

Prof Ibrahim Sirkeci, Salford Business School, United Kingdom

Editorial Board

Dr Bulent Aydin, Batman University, Turkey

Dr Lilit Baghdasaryan, Regent's University London, United Kingdom

Dr Soniya Billore, Linnaeus University, Sweden

Dr Yakup Durmaz, Hasan Kalyoncu University, Turkey

Prof Svend Hollensen, University of Southern Denmark, Denmark

Dr Katia Iankova, Higher Colleges of Technology, UAE

Prof Finola Kerrigan, University of Birmingham, United Kingdom

Dr Kaouther Kooli, Bournemouth University, United Kingdom

Prof Jonathan Liu, International Business School, United Kingdom

Dr Pedro Longart, Business Consultant, United Kingdom

Prof Marc Oliver Opresnik, Lübeck University of Applied Sciences, Germany

Dr Maktoba Omar, Coventry University, United Kingdom

Prof Mustafa Ozbilgin, Brunel University, United Kingdom

Dr Giulia Palombi, Sapienza University, Rome, Italy

Dr Omar Al Serhan, Higher Colleges of Technology, UAE

Dr Paulette Kershenovich Schuster, Reichman University, AMILAT, Israel

Dr Ruchi Singh, Indian Institute of Management, Bengaluru, India

Dr Nathalia Christiani Tjandra, Edinburgh Napier University, United Kingdom

Dr Susantha Udagedara, University of Salford, United Kingdom

Dr Nadine Waehning, University of York, United Kingdom

Dr Ahmet Esad Yurtsever, Istanbul Gelisim University, Turkey

Dr Rodolfo García Zamora, Universidad Autónoma de Zacatecas, México

Transnational Business and Management

Volume 1 - Number 1 June 2023

Message in a Bottle of Wine from Emerging Markets. Is the Country of Origin Still a Relevant Cue in Consumers' Perceptions? Alexander Feri and Nathalia Tjandra	1
An Investigation of the Effect of in-Plane Atmospheric Elements on Customer Satisfaction and the Effect of Customer Satisfaction on Behavioral Intention Ümit Aydın, Hale Bütün Bayram, Gülcan Güzel, Hilmi Sezgin, Elvan Karagöz Demir, Doğa Kırmızılaroğlu	19
Diaspora Erdoganism Among Turkish Post-Migrant Workers in Germany: A Case Study of Two Regional Events in the Metal Sector in 2018 Ali Ekber Doğan	35
Reflections from Marketing Leaders during the COVID-19 Pandemic Ibrahim Sirkeci, Jonathan Liu, Nathalia Tjandra, Evinc Dogan, Cathy Fawaz, Lila Malliari	59