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Editorial: Transnational Business in an Era of Uncertainty

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In the dynamic landscape of global business, where boundaries are blurred, markets are interconnected, and technology accelerates the pace of change, uncertainty has become a pervasive force shaping the decisions and strategies of transnational enterprises. We would like to see the forthcoming issues of the *Transnational Business and Management Journal* delve into the multifaceted realm of uncertainties in global markets, with a particular emphasis on the challenges posed by evolving market dynamics.

Uncertainty in global markets is an ever-present challenge. The first quarter of the 21st century has been marked by unprecedented disruptions, from geopolitical tensions to public health crises. These disruptions, coupled with the rapid evolution of technology and the increasing interconnectedness of global economies, have heightened the level of uncertainty faced by businesses operating on an international scale. The uncertainty emanates from diverse sources, including regulatory changes, geopolitical instability, economic fluctuations, and the ever-shifting preferences of a globally dispersed consumer base.

Navigating this uncertainty requires astute management, strategic foresight, and a deep understanding of the intricate web of factors influencing global markets. As we explore the challenge, we should aim to unravel the complexities of uncertainty and provide insights that can empower businesses to not only survive but thrive in an environment characterized by unpredictability.

Brand Loyalty faced a big challenge when the Pandemic hit four years ago and suddenly consumers faced shifting substitutes as logistics was seriously disrupted. In tandem with the uncertainty prevalent in global markets, brand loyalty has emerged as a dynamic and challenging terrain for businesses. The traditional paradigms of consumer loyalty are undergoing a metamorphosis, driven by factors such as digitalization, the rise of social media, and an increasingly discerning and diverse consumer base. The nuances of brand loyalty, examining how businesses can adapt their strategies to foster enduring connections with consumers in a rapidly changing landscape are warranted more not less.

The concept of brand loyalty is no longer confined to repeat purchases; it now extends to the emotional resonance a brand creates and sustains. With consumers having unprecedented access to information and choices, building and maintaining brand loyalty requires a holistic understanding of consumer expectations, cultural nuances, and the role of corporate social responsibility.

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In this issue, our contributors provide scholarship and case studies on different aspects relevant to transnational business and management practices. The first article titled “Understanding the Role of Social Media in Cryptocurrency Investment” by Nattapong Robkob investigates the influence of social media and the Technology Acceptance Model (TAM) on investors’ perceptions and intentions concerning cryptocurrencies. Combining qualitative and quantitative methods, the study incorporates an e-Delphi qualitative research approach with expert insights and a subsequent quantitative analysis involving 882 cryptocurrency participants. The model derived from the data encompasses eight factor indicators, with financial literacy and intention identified as significant contributors. While shedding light on cryptocurrency adoption and investment behavior, the study acknowledges the necessity for further research to uncover additional influential factors.

The second paper titled “Inclusive Entrepreneurial Intention Among Women Ex-Prisoners in Tunisia” by Bardaa Mohamed Amin, focusing on the reintegration perspective in Tunisia, explores the inclusive entrepreneurial intentions of women ex-prisoners using the Theory of Planned Behavior (TPB). Regression analysis reveals that attitude, subjective norms, and perceived behavioral control significantly impact inclusive entrepreneurial intention among female ex-prisoners. The study suggests that inclusive entrepreneurship may serve as a viable solution for societal challenges, providing an attractive avenue for reintegration into society for women who have experienced incarceration.

“Evaluating Consumer Behavior Towards Sustainable Luxury Real Estate Investment” is the third article coauthored by Nikhil Sharma and Susan Nwadinachi Akinwalere. They explore consumers’ investment intentions in sustainable luxury real estate, examining the impact of environmental concerns, attitude, subjective norms, perceived behavior control, and perceptions of investing in sustainable luxury real estate. The research, encompassing 282 respondents, extends the Theory of Planned Behavior by incorporating environmental concern as a pivotal factor influencing consumer intentions. Results highlight the significant influence of environmental concern, subjective norm, attitude, and consumer perception on purchasing intentions for environmentally sustainable luxury real estate.

The last paper in this issue is a case study titled “Online Luxury Consumer’s Brands Loyalty Among Bangladeshi Women in East London” by Ananya Rahman. She explores brand loyalty and customer satisfaction among Bangladeshi women in East London engaged in online luxury clothing purchases.

As we navigate the uncharted waters of uncertainty in global markets and grapple with the complexities of brand loyalty, one theme emerges consistently—strategic resilience. Transnational businesses must not only adapt to change but actively embrace it, turning uncertainties into opportunities for growth and innovation. Through shared insights and collaborative efforts, we aspire to contribute to the development of strategies that empower businesses to not only withstand uncertainties but emerge stronger and more adaptive in an ever-changing global landscape.

