

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

In this issue of *Transnational Marketing Journal*, we are pleased to offer four articles covering issues from brand orientation and business performance within young firms to co-creation and challenges with technology in extending brands. Four articles look at different countries and mobility impact is a cross-cutting theme.

Katharina Buttenberg, in her article titled “Development of customer-orientation, brand-orientation and business performance within the first ten years of the firm”, points out that in the crucial first years, the development of young firms is highly dependent on their environment. Her analysis is based on a quantitative analysis of 413 interviews with founders of young firms. She, in a sense, offers a demographic analysis of these firms to find out how customer-orientation, brand-orientation and business performance varies across different age groups of firms. She argues that all firms are customer-oriented but there is variation in components of brand-orientation.

The second article by Deniz Ozalpman examines the transnational TV consumption with a particular focus on Iranian movers who reside in Vienna, Austria and are in love of Turkish TV dramas. Drawing on fresh data from her pioneering study, she attempts to shed light on the understanding of Turkish television drama audiences in different geographies. She presents a reception analysis of the three mostly viewed Turkish TV dramas, namely *Muhteşem Yüzyıl* (Magnificent Century), *Aşk-ı Memnu* (Forbidden Love), and *Kuzey Güney* (North South). , this study aimed at offering an understanding beyond overly stated cultural/religious proximity explanations to ascertain traces and elements of empowerment that citizens feel coming through their act of consuming Turkish dramas. For that purpose, in-depth interviews were conducted with Iranian viewers of Turkish television series living

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<sup>±</sup> Ibrahim Sirkeci, Director of Regent's Centre for Transnational Studies, Regent's University London, Inner Circle, Regent's Park, London, NW1 4NS, United Kingdom.  
Email: sirkeci@regents.ac.uk.



in the Austrian capital Vienna. Interpretation of that collected qualitative material suggests re-thinking of the transnational audience's consumption practices that expand tourism and trade flows and other related businesses between the two countries.

David English continued his line of research on consumers in Korea. In his article titled "Language Preferences of Foreign Consumers in High and Low Involvement Service Encounters", he presents findings from a mixed method research aiming to understand the differences in the preference of language among foreign consumers in South Korea existed between low-involvement service encounters and high-involvement service encounters. He found that foreign consumers were willing to use Korean in a low-involvement service encounter whereas foreign consumers in a high-involvement service encounter preferred to speak English which may warrant businesses increasing more services in English language.

The last article in this issue draws our attention to the changes accompanying the growth of social media and technologies. Paul, Peretti and Kumar Datta discuss co-creation as a challenge to the traditional paradigm. They argue that knowledge and innovation are inseparable as they attempt to identify the change in value creation procedure along with one area of business, where co-creation can return significant dividends: Extending the brand or brand category. They conclude with an emphasis on social marketing analytics which offers a measurement standard to help organizations assessing their efforts and developing data driven management systems.

