



PressAcademia

JMML

Journal of Management,
Marketing & Logistics

PressAcademia publishes journals, books,
case studies, conference proceedings and
organizes international conferences.

jmml@pressacademia.org

ISSN 2148-6670





ABOUT THE JOURNAL

Journal of Management, Marketing and Logistics (JMML) is a scientific, academic, peer-reviewed, quarterly and open-access online journal. The journal publishes four issues a year. The issuing months are March, June, September and December. The publication languages of the Journal are English and Turkish. JMML aims to provide a research source for all practitioners, policy makers, professionals and researchers working in the area of economics, finance, accounting and auditing. The editor in chief of JMML invites all manuscripts that cover theoretical and/or applied researches on topics related to the interest areas of the Journal.

Editor-in-Chief

Prof. Dilek Teker

Editorial Assistant

İnan Tunc

JMML is currently indexed by

EconLit, EBSCO-Host, Ulrich's Directiroy, ProQuest, Open J-Gate, International Scientific Indexing (ISI), Directory of Research Journals Indexing (DRJI), International Society for Research Activity(ISRA), InfoBaseIndex, Scientific Indexing Services (SIS), TUBITAK-DergiPark, International Institute of Organized Research (I2OR), SOBIAD.

Ethics Policy

JMML applies the standards of Committee on Publication Ethics (COPE). JMML is committed to the academic community ensuring ethics and quality of manuscripts in publications. Plagiarism is strictly forbidden and the manuscripts found to be plagiarised will not be accepted or if published will be removed from the publication.

Author Guidelines

All manuscripts must use the journal format for submissions.
Visit www.pressacademia.org/journals/jmml/guidelines for details.

CALL FOR PAPERS

The next issue of JMML will be published in March 2020.

Submit manuscripts to

jmml@pressacademia.org or

<http://www.pressacademia.org/submit-manuscript/>

Web: www.pressacademia.org/journals/jmml



EDITORIAL BOARD

Klaus Haberich, Franklin University
Chieh-Jen Huang, Providence University
Meltem Kiygi Calli, Okan University
Muge Klein, Turkish-German University
Gary S. Lynn, Stevens Institute of Technology
Selime Sezgin, Bilgi University
Semih Soran, Ozyigin University
Husniye Ors, Gazi University
Mehmet Tanyas, Maltepe University
Tugba Orten Tugrul, Izmir University of Economics
Nimet Uray, Kadir Has University
Nan-yu Wang, Ta Hwa University of Science and Technology
Fu-Yun Wang, Ta Hwa University of Science and Technology
Ugur Yozgat, Marmara University

REFEREES FOR THIS ISSUE

Ezgi Uzel Aydinocak, Beykoz University
Banu Elmadag Bas, Istanbul Technical University
Hasan Bardakci, Harran University
Arzum Buyukkeklk, Nigde Omer Halisdemir University
Emrah Cengiz, Istanbul University
Dilsat Guzel, Ataturk University
M. Ragip Gorgun, Harran University
Yuan-Shuh Lii, Feng Chia University of Taiwan
Selime Sezgin, Bilgi University Turkey
Kuang-Wen Wu, Feng Chia University of Taiwan



CONTENT

Title and Author/s	Page
1. How do firms' actions impact green scepticism? The effects of green brand associations, green brand equity and greenwashing <i>Ulun Akturan, Nuray Tezcan</i> DOI: 10.17261/Pressacademia.2019.1172 JMML-V.6-ISS.4-2019(1)-p.204-211	204-211
2. Logistics management in disaster <i>Selminaz Adiguzel</i> DOI: 10.17261/Pressacademia.2019.1173 JEFA- V.6-ISS.4-2019(2)-p.212-224	212-224
3. A qualitative research on perceived authenticity of corporate social responsibility <i>Gozde Nur Kazazoglu Sahin, Sebnem Burnaz</i> DOI: 10.17261/Pressacademia.2019.1174 JEFA- V.6-ISS.4-2019(3)-p.225-238	225-238
4. Can brand image be recovered after negative publicity? Effects of severity and corporate social responsibility <i>May-Ching Ding, Chih-Huang Lin, Yu-Bing Wang, Yi-Jing Lee</i> DOI: 10.17261/Pressacademia.2019.1175 JEFA- V.6-ISS.4-2019(4)-p.239-251	239-251