

PressAcademia

JMML

Journal of Management, Marketing & Logistics

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

jmml@pressacademia.org







Journal of Management, Marketing and Logistics

YEAR 2020

VOLUME 7

ISSUE 1

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

inan 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 June 2020.

Submit manuscripts to

jmml@pressacademia.org or

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

Web: www.pressacademia.org/journals/jmml





Journal of Management, Marketing and Logistics

YEAR 2020

VOLUME 7

ISSUE 1

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





Journal of Management, Marketing and Logistics

YEAR 2020 VOLUME 7 ISSUE 1

CONTENT

Title and Author/s	Page
1. Affordance-based view of the effects of self-service technology interactions on post-purchase behavioral intention Ching-Hua Chou, Yuan-Shuh Lii DOI: 10.17261/Pressacademia.2020.1193 JMML-V.7-ISS.1-2020(1)-p.1-17	1-1
2. Analysis of the icons used in graphical interface of mobile applications Leyla Artuk DOI: 10.17261/Pressacademia.2020.1194 JMML-V.7-ISS.1-2020(2)-p.18-27	18-2
3. Trust goes the other way too: sellers' trust in buyers and its influence on sale process efficiency Ozan Peneklioglu, Ayse Banu Elmadag DOI: 10.17261/Pressacademia.2020.1195 JMML-V.7-ISS.1-2020(3)-p.28-41	28-4.
4. Would you like to be a premium customer? a research on the factors related to the intention to pay for a premium music service Ibrahim Kircova, Pinar Baydogan Turkay, Sirin Gizem Kose	42-5
5. The relationship between nepotism and disengagement: the case of institutions in Ethiopia Juneydi Woliye Kawo, Alev Torun DOI: 10.17261/Pressacademia.2020.1197 JMML-V.7-ISS.1-2020(5)-p.53-65	53-65