



PressAcademia

# JMML

Journal of Management,  
Marketing & Logistics

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

[jmml@pressacademia.org](mailto: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**

Ulrich's Directroy, 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, IndexEuroPub.

### **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](http://www.pressacademia.org/journals/jmml/guidelines) for details.

### **CALL FOR PAPERS**

The next issue of JMML will be published in March 2021.

Submit manuscripts to

[jmml@pressacademia.org](mailto:jmml@pressacademia.org) or

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

Web: [www.pressacademia.org/journals/jmml](http://www.pressacademia.org/journals/jmml)



PressAcademia  
[www.pressacademia.org/journals/jmml](http://www.pressacademia.org/journals/jmml)

JMML  
ISSN 2148-6670

Journal of Management, Marketing and Logistics

YEAR 2020 VOLUME 7 ISSUE 4

#### 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, Ozyegin 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*



## CONTENT

<u>Title and Author/s</u>	<u>Page</u>
<b>1. Enhancing distribution network performance: a quantitative approach to developing a distribution strategy model</b> <i>Yang Xiong, Chukwuneke Okorie, Golda Ezeoke</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1331</b> <b>JMML-V.7-ISS.4-2020(1)-p.160-182</b>	160-182
<b>2. A study to determine the relationship between consumers' perceptions of halal certificates and their religious orientations</b> <i>Ferdi Akbiyik</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1332</b> <b>JMML-V.7-ISS.4-2020(2)-p.183-201</b>	183-201
<b>3. The importance of timing of internationalization: a literature review</b> <i>Fulya Tasel</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1333</b> <b>JMML-V.7-ISS.4-2020(3)-p.202-209</b>	202-209
<b>4. Mediating role of consumers' attitudes towards content marketing practices on the relationship between the perceived utilities and the content sharing behaviors</b> <i>İçerik pazarlaması uygulamalarına yönelik tutumların algılanan faydalara ile içerik paylaşım davranışları arasındaki aracılık rolünün incelenmesi</i> <i>Mert Inal, Semih Okutan, Yeliz Bas</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1334</b> <b>JMML-V.7-ISS.4-2020(4)-p.210-226</b>	210-226
<b>5. Planned obsolescence: a keyword analysis</b> <i>Baris Batuhan Gecit</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1335</b> <b>JMML-V.7-ISS.4-2020(5)-p.227-233</b>	227-233
<b>6. Ghana's banking sector clean up: its repercussions on customer attitudes towards banking</b> <i>Frederick Affum, Kwadwo Ayeh Obiri</i> ..... <b>DOI: 10.17261/Pressacademia.2020.1336</b> <b>JMML-V.7-ISS.4-2020(6)-p.234-248</b>	234-248