

CONTRIBUTIONS  
TO MANAGEMENT SCIENCE

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# **Economics and Management of Franchising Networks**



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# Economics And Management Of Franchising Networks

**David Baud**



## **Economics And Management Of Franchising Networks:**

*Economics and Management of Franchising Networks* Josef Windsperger, Gérard Cliquet, George Hendrikse, Mika Tuunanen, 2012-12-06 Franchising networks are experiencing great success in international business organization Few books try to explain the characteristics of these networks Contrary to the existing literature this book tackles more theoretical problems related to governance organization knowledge management contract design incentive and regulation issues both from the economic and management view point It delivers new theoretical and empirical results regarding plural forms contract design and knowledge and strategic management issues Its purpose is to offer researchers and practitioners new theoretical and empirical insights in one of the most important economic phenomenon at the beginning of the 21st century Franchising networks as organizational arrangement for growth and internationalization of firms *Economics and Management of Networks* Gérard Cliquet, George Hendrikse, Mika Tuunanen, Josef Windsperger, 2007-03-20 Previous research on the institutional structure of franchising networks Bri ley et al 1991 Lutz 1995 Shane 1998 Lafontaine and Shaw 1999 2005 fuso 2002 Penard et al 2003a b does not explain the governance structure of the franchising firm as an institutional entity that consists of two interrelated parts Residual decision rights and ownership rights The latter includes not only residual income rights of franchised outlets but also residual income rights of franchisor owned outlets Previous studies primarily examines the incentive signalling and screening effects of fees royalties and other contractual provisions from the point of view of organizational economics see Dnes 1996 for a review without taking into account the interactions between residual decision and residual income rights as interrelated parts of the governance structure This paper fills this gap in the literature According to the property rights view decision rights should be allocated according to the distribution of intangible knowledge assets between the franchisor and franchisee and ownership rights should be assigned according to the residual decision rights Since ownership rights are diluted in franchising networks the dilution of residual income rights of franchised outlets is compensated by residual income rights of company owned outlets Under a dual ownership structure company owned outlets compensate the disincentive effect of low royalties for the franchisor and low royalties strengthen the investment incentives for the franchisee Strategy and Governance of Networks George Hendrikse, Mika Tuunanen, Josef Windsperger, Gérard Cliquet, 2008-07-20 The book emphasizes research in economics and management of networks as an interdisciplinary field by offering new theoretical perspectives and presenting new empirical results on strategic and governance structure issues in cooperatives franchising networks alliances joint ventures and venture capital relations The authors apply different theoretical views on networks such as transaction cost theory property rights theory resource and knowledge based theory evolutionary theory information richness theory and social exchange theory **Management and Governance of Networks** George W. J. Hendrikse, Gérard Cliquet, Thomas Ehrmann, Josef Windsperger, 2017-05-16 This book highlights cutting edge research in the economics and management of networks as an interdisciplinary field offering

new theoretical empirical and practical perspectives on the management governance ownership and control of cooperatives franchising networks and strategic alliances Further it presents a strategic group perspective on franchisers and discusses both social entrepreneurship issues in franchising and franchising strategies for Indigenous entrepreneurship in Australia Lastly it offers a dynamic capabilities approach to alliance portfolio management and analyses the antecedents of the transitions taking place in the lifecycles of alliances

*Interfirm Networks* Josef Windsperger, Gérard Cliquet, Thomas Ehrmann, Georg Hendrikse, 2014-12-01 The organization of interfirm networks such as alliances cooperatives franchise and retail chains has become an important research topic in the field of economics marketing strategic management and organization theory This book contributes to the literature on formal and informal inter organizational governance by providing new insights on contract design ownership evolution of cooperation role of social capital and performance in franchising networks includes topics of loyalty reputation and organizational form as well as performance of cooperatives and discusses the relationship between formal and relational governance in alliances governance structures of innovation activities dynamics of interfirm conflicts and network externalities and alliance formation

**New Developments in the Theory of Networks** Mika Tuunanen, Josef Windsperger, Gérard Cliquet, George Hendrikse, 2011-01-12 The theory of networks aims at developing theoretical views on the design and management of alliances franchise chains licensing joint ventures cooperatives and venture capital relations The current trend in economics and management of networks is twofold First there is a strong tendency toward application of theoretical approaches developed both in organizational economics strategic management and organization theory The second trend refers to the development of more integrative views on networks Especially combining organizational economics strategic management and relational views on networks are very promising research directions Starting from this status of research the current book emphasizes network research as a theory driven field by offering new perspectives on contract design decision and ownership rights value creation knowledge management and the role of social capital in franchising networks alliances and cooperatives

*Handbook of Research on Franchising* Frank Hoy, Rozenn Perrigot, Andrew Terry, 2017-10-27 Franchising is one of the major engines of business expansion and job creation globally The Handbook of Research on Franchising offers new insights into entrepreneurial behavior organizational forms regulation internationalization and other contemporary issues relating to this dynamic business strategy The Handbook challenges both practitioners and scholars to give attention to the conclusions of scholarly research on this business model Practitioners can benefit from the results of high quality scientific research and scholars can find exciting opportunities for contributing to the body of knowledge of a subject that has not received sufficient attention in educational institutions

*Global Strategies in Retailing* John Dawson, Masao Mukoyama, 2013-10-08 Large and medium sized retailers have increased their international operations substantially over the last 25 years This is evident in the number of countries to which these retailers expand the growing international sales of retailers and the heightening of the level of

commitment of retailers to their international activity a trend that is likely to continue over the next decade as general globalization in the service industries increases The managerial implications of the moves to become global are considerable Different retailers are pursuing different approaches to varying degrees of success and are no longer simply multi national but are also multi continental Consequently existing concepts and theories of international business fit uneasily in explanations of international retailing so new corporate strategies need to be explored Featuring in depth studies of seven retailers by international scholars from Japan the UK and Sweden Global Strategies in Retailing explores recent developments in strategy that are related to international retailing and in particular the emergence of a Global Portfolio Strategy As such this book will be important reading for all international business and retailing students and academics researching in these areas      Management: A Focus on Leaders Annie McKee, Travis Kemp, Gordon Spence, 2012-11-01 A new view of the four functions of Management through the lens of leadership The pace and scope of change in the world and organisations during the past 10 years is unprecedented In this environment staying ahead of the curve and preparing for success in work management and leadership is challenging Amidst the financial crises catastrophic disasters and business scandals frequently making headlines Annie McKee and the Australian authors of this new text Management a Focus on Leaders believe there is a unique opportunity to re focus the way students are prepared for their future in business Show future managers how to lead in a complex yet exciting global environment With an engaging writing style and an outcome driven approach Annie McKee and Australian authors Travis Kemp and Gordon Spence directly address the many behavioural social cognitive and emotional challenges beyond the four functions of management Management features exciting Australasian and global case studies and easy student friendly teaching tools Unique Decision Making mini simulations using adaptive technology allow students to make management decisions and see the impact of their decisions

**Service Franchising** Ilan Alon, 2006-03-14 Service Franchising succinctly extracts from observations about international franchising from both the scholarly and trade literature The work adds insights gleaned through extensive research and the experiences of the author As a result the book advances the body of knowledge on international franchising for the academic community In addition to being a breakthrough text for researchers in business and economics the book also contains guidance for franchisors and franchisees in their efforts to achieve success in the global marketplace Ilan Alon has made major contributions to the understanding of franchising both through his own research and his compiling and study of the work of other leading researchers Alon pioneered research into the internationalization of franchising with his published studies from Asia Europe Latin America and other parts of the world      **Economic Report of the President Transmitted to the Congress** United States. President, 2019 Appendix B contains historical tables from 1959 or earlier on aspects of income national personal and corporate production prices employment investment taxes and transfers and money and finance      **Managing Networks in the Digital Economy** Josef Windsperger, Gérard Cliquet, Oksana Galak, George W. J.

Hendrikse,2025-03-29 This book presents recent developments in the theory and management of networks such as alliances cooperatives franchise chains and platforms In addition it explores the impact of digitalization on networks and presents empirical studies on digital platform businesses The book will be of major interest to scholars and students of economics of organization business and management governance of networks and digital platforms and practicing managers

**Handbook of Economic Organization** Anna Grandori,2013-01-01 This excellent volume brings together some of the most interesting writings on economic organization It covers a vast range of topics that fall under the heading of economic organization and most if not all aspects of a variety of organizational economics and organization theories are presented Interestingly this book also extends beyond the more traditional approaches informed by economics and organization theory as it broadens the horizon of the field by including relevant contributions from economic sociology cognitive psychology law and strategic management Given its breadth and depth this volume will become one of the standard reference books that will inspire both theoretical and empirical research John Hagedoorn Maastricht University The Netherlands This important new Handbook of Economic Organization is a highly successful attempt to integrate economic and organization theory Anna Grandori who is herself a leading scholar located at the boundaries of economics and organization theory is to be congratulated on doing a superb job bringing together such a high profile group of internationally acknowledged scholars Each of the essays in the book are original and contribute to demonstrating the valuable insights that economics can make to our understanding of organization and organizational design Anna Grandori s introductory and concluding chapters are not only excellent audits of the current state of our knowledge in this field but they also give a strong sense of direction for the possible futures of the discipline Anna Grandori is not afraid to face head on some of the more philosophical issues relating to organization as an object of study and is to be commended for doing so The economics of organization is a new exciting and developing field and the essays in this book will help to shape the research agenda that will take this emergent discipline to its next stage Peter M Jackson University of Leicester UK This sweeping comprehensive volume is a signal effort in building bridges between economics and organization theory With a stellar cast of contributors it will both inspire and provoke scholars with its grand ambitions and generate considerable attention and debate A remarkable effort by Anna Grandori Walter W Powell Stanford University US Anna Grandori has astutely organized the commissioned chapters of an intellectually diverse set of scholars into an absolutely outstanding contribution that both defines the current state of organizational economics and points the perceptive reader toward an exciting intellectual future From traditional research areas to the newest topics of interest the chapters chart the current boundaries of the field The chapters are filled with gems of insight across several distinct levels of analysis whether it is a discussion of organizational design or psychological economics or innovation or the organization as language the discussions are contemporary comprehensive and challenging No serious scholar of organizational economics should be without this book Richard N Osborn Wayne State University US This

comprehensive and groundbreaking Handbook integrates economic and organization theories to help elucidate the design and evolution of economic organization Economic organization is regarded both as a subject of inquiry and as an emerging disciplinary field in its own right integrating insights from economics organization theory strategy and management economic sociology and cognitive psychology The contributors who share this integrated approach are distinguished scholars at the productive peak in their fields Each original state of the art chapter not only addresses foundational issues but also identifies key issues for future research This original and wide ranging Handbook will be a useful and thought provoking read for academics students and researchers in the fields of organization management and economics Emergence and Survival

of New Businesses Oliver Falck,2007-07-13 Two very topical research questions are addressed in this book Which are the determinants of new business formation and their survival and will business start ups especially in the service sector create employment and thereby generate growth The analysis is based on a unique dataset consisting of the population of all businesses with at least one employee under social security in Germany in all private industries manufacturing and services

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*Franchising on Industry Evolution* Rosalind Beere,2017-05-11 The role of franchising on industry evolution is explored in this book both in terms of the emergence of franchising and its impact on industry structure Examining literature and statistical information the first section provides an overview of franchising The Role of Franchising on Industry Evolution then focuses on two core elements the emergence of franchising and the contextual drivers prompting its adoption and the impact of franchising on industry level structural changes Through two industry case studies the author demonstrates how franchising has the ability to fundamentally transform an industry s structure from one of fragmentation to one of consolidation

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