

CONTRIBUTIONS
TO MANAGEMENT SCIENCE

Josef Windsperger · Gérard Cliquet
George Hendrikse · Mika Tuunanen
Editors

Economics and Management of Franchising Networks



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Economics And Management Of Franchising Networks

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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

Design and Management of Interfirm Networks Josef Windsperger, Gérard Cliquet, George Hendrikse, Marijana Srećković, 2019-11-18 Interfirm networks include franchising retail and service chains cooperatives financial networks joint ventures strategic

alliances licensing public private partnerships and new network forms in the digital economy This book gathers the latest research studies that approach these networks and the creation of innovation under the conditions of a complex dynamic knowledge intensive and digital economy from an interdisciplinary perspective The studies all of which were written by respected experts explore how firms can improve their competitiveness by securing access to innovation knowledge complementary resources and capabilities otherwise not available to them In addition they highlight how driven by an unpredictable environment firms embedded in inter organizational networks are increasingly transforming from co operators to collaborators and valuable co creators of innovation

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 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

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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

The Role of 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

Management of Convergence in Innovation Fredrik Hacklin, 2007-10-15 Driven by the fascination about dramatic structural and competitive changes within telecommunication and information technology in industries during the past decade the convergence phenomenon has increasingly gained my personal attention throughout my work and studies Therefore not entirely coincidentally this book was written as the result of my doctoral research at ETH Zurich which turned out to be a challenging yet highly rewarding endeavor However this work would not have been possible without the enduring support of several people First I would like to express my gratitude to my thesis supervisor Prof Fritz Fahrni for providing me with the opportunity to conduct exciting research projects in close collaboration with industry and for supporting me with solid guidance and advice all the way Also I would like to thank Dr Christian Marx for urging me to pursue the chosen line of enquiry as well as for his devoted coaching both at ETH and at Stanford both within and beyond of office hours Furthermore I am grateful to Prof Georg von Krogh for his encouraging feedback and valuable comments during various inspiring discussions

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

The Paradoxical Foundation of Strategic Management Andreas Rasche, 2007-10-25 This book offers a systematic critique of the scientific discourse of strategic management It uncovers scholars' unquestioned assumptions and shows that by upholding these assumptions researchers obscure the paradoxical nature of strategic reasoning To uncover the paradoxes of strategic management the author refers to the philosophy of Jacques Derrida He exposes the paradoxes that inevitably occur when theorizing about corporate strategy along the dimensions strategy context process and content and shows how

these paradoxes can enrich future thinking about strategic problems The analysis is completed by a discussion of theoretical and practical implications which highlight the need to research strategy not as something an organization has but as something an organization does Such a practice perspective gives reference to the paradoxical ground that strategic management rests on and enriches scholars ability to reflect on practitioners tasks while doing strategy in organizations

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

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

Network Governance Thomas Ehrmann,Josef Windsperger,Gérard Cliquet,George Hendrikse,2013-03-12 The current book on Network Governance contributes to the literature by offering new perspectives on network goals and performance inter organizational learning and trust in alliances corporate governance issues in cooperatives governance of cross border retail networks contract design and governance innovations in cooperatives and franchising

Journal of Economic Literature ,2007

ICTR 2020 3rd International Conference on Tourism Research Dr. José Martí-Parreño ,Dr. Roberto Gómez-Calvet ,Dr. Javier Muñoz de Prat,2020-03-27

New Developments in the Theory of Networks Mika Tuunanen,Josef Windsperger,G Rard Cliquet,2011-03-30

Organizational Studies Marco Valeri,2021-10-29 This book focuses on the discussion and analysis of theory and behavior in organizations in all industries and sectors worldwide It analyzes the subject of business administration and highlights its evolution which is closely linked to the frequent and far reaching changes in the social economic and technological settings in which it operates By way of introduction a historical outline shows how technological progress has sparked profound changes in the economic social and technological context making organizations constantly evolving structures On this basis the book addresses knowledge management and organizational theories that consider knowledge and training to be companies most important resources for facing the substantial challenges posed by the current international context The

book broadens readers understanding of the operating principles of business management and their awareness of the structure and implementation of various organizational models As such it will be of interest to scholars and professionals in the fields of strategic management and organizational behavior

Relationship Marketing in Franchising and Retailing Park Thaichon, Lorelle Frazer, Scott Weaven, 2023-03-31 This book offers an accessible and comprehensive introduction to relationship marketing in franchising and retailing especially in areas such as business and marketing management as well as strategic marketing The topics this book covers include but is not limited to 1 relationships in the context of e commerce within the franchising sector 2 franchisees with multiple stakeholder roles perceptions and conflict in franchise networks 3 why franchisors recruit franchisees from the ranks of their employees 4 franchisee advisory councils and justice and 5 determinants of overall franchisee satisfaction This book is ideal for students practitioners and professionals interested in Relationship Marketing Customer Services and Marketing Communications The chapters in this book were originally published as a special issue of Journal of Strategic Marketing

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Economics And Management Of Franchising Networks**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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