



The Economics of Franchising

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Economics Of Franchising

**Gérard Cliquet, George Hendrikse, Mika
Tuunanen, Josef Windsperger**

Economics Of Franchising:

The Economics of Franchising Roger D. Blair, Francine Lafontaine, 2005-04-11 This 2005 book describes in much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor franchisee relationship. The treatment includes a great deal of empirical evidence on franchising its importance in various segments of the economy the terms of franchise contracts and what we know about how all these have evolved over time especially in the US market. A good many myths are dispelled in the process. The economic analysis of the franchisor franchisee relationship begins with the observation that for franchisors franchising is a contractual alternative to vertical integration. Subsequently the tensions that arise between a franchisor and its franchisees who in fact are owners of independent businesses are examined in turn. In particular the authors discuss issues related to product quality control tying arrangements pricing location and territories advertising and termination and renewals.

The Economics of Franchising Roger D. Blair, Francine Lafontaine, 2009 Franchising combines the comparative advantages of a business chain's brand recognition and economies of scale with the local drive and knowledge of the franchisee. This book describes how and why franchising works and examines the economic tensions that bring conflict to the franchisor and franchisees. Drawing on economic literature of the past twenty years or more it focuses on the different needs and goals of the franchisor and franchisee. There are two main sources of conflict: 1. some franchises are not suited for the uniformity entailed by being part of a chain and 2. lack of alignment between the needs of the franchisor and franchisee. After the introductory chapter, chapter 2 examines myths regarding the extent of growth financial security afforded by franchising size of franchised chains and extent of single unit franchisee ownership. Chapter 3 discusses the financial components of contracts: royalty rates franchise fees and advertising fees. Chapter 4 examines franchising as a contractual alternative to vertical integration for franchisors. Franchisors typically mix franchised and company owned vertically integrated outlets. A set of vertical constraints that can replicate vertical integration are examined. Arguments used to explain variation in the terms of franchise contracts are examined and it is shown how they can explain why franchisors use different levels of vertical integration. Remaining chapters examine economic motives for areas of conflict between franchisors and franchisees. Relevant court cases and legislation are examined. Chapter 5 examines quality control and quality decisions. Chapter 6 discusses purchase requirements. Chapter 7 explores pricing decisions and price constraints. Chapter 8 considers outlet location decisions and encroachment problems. Chapter 9 focuses on conflicts of interest arising from advertising and promotions and chapter 10 examines terminations renewals and transfers of franchised units. In conclusion, chapter 11 emphasizes that franchising is a well established organizational form that has proven efficient especially for the fast food hotel and motel industries. TNM

Franchising in the Economy, 1976 **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

The Economic Effects of Franchising Urban B Ozanne, Shelby Hunt, Urban Ozanne, 2011-04-30 The Economic Effects of Franchising is based on a report generated for United States Senate Small Business Committee in 1970 entitled Impact of Franchising on Small Business This original report resulted in lengthy hearings of franchising issues and opportunities focusing on the fast food industry Ozanne and Hunt continued researching the focus of this work and completed their studies in 1971 to produce The Economic Effects of Franchising for Congress and the public This work discusses step by step from researching the franchise and its characteristics to signing a franchise agreement and training its employees and the revenue generated to owning a franchise URBAN B OZANNE is Professor Emeritus at Florida State University in Tallahassee Florida Professor Ozanne wrote The Economic Effects of Franchising with Shelby D Hunt in 1971 In 1968 Ozanne wrote the article entitled Adoption Research Information Sources in the Industrial Purchasing Situation with Gilbert A Churchill which was published in Marketing and the New Science of Planning by the American Marketing Association SHELBY D HUNT is the Jerry S Rawls and P W Horn Professor of Marketing at Texas Tech University Lubbock Texas He has written numerous articles on competitive theory macromarketing ethics channels of distribution philosophy of science and marketing theory For his contributions to theory and science in marketing he received the 1986 Paul D Converse Award from the American Marketing Association the 1987 Outstanding Marketing Educator Award from the Academy of Marketing Science the 1992 American Marketing Association Richard D Irwin Distinguished Marketing Educator Award and the 2002 Society for Marketing Advances Elsevier Science Distinguished Scholar Award

The Economic Effects of Franchising Urban B. Ozanne, Shelby D. Hunt, 1971

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 de sion rights should be allocated according to the distribution of intangible kno edge 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 fr chised outlets is compensated by residual income rights of company owned o lets 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 **The Regulation of Franchising in the New Global Economy** Elizabeth Crawford

Spencer,2010-01-01 While franchising promotes economic and social welfare objectives Elizabeth Crawford Spencer argues that monitoring and regulation are needed to address potential areas of abuse of the form that can result in costly market inefficiencies This unique study surveys franchise specific legislation worldwide as a starting point for a thorough examination and analysis of the role of both private and public regulation of the sector in the context of current theoretical approaches to regulating contractual relationships The book concludes that properly calibrated regulation can minimize inefficient allocations of power and risk and lead to maximum economic and social benefits by promoting the development of small business enabling the growth of entrepreneurial skills and facilitating economic well being and independence among SMEs This comparative survey will prove to be invaluable for academics in franchising marketing management law and practice The Regulation of Franchising in the New Global Economy will also appeal to franchise law practitioners consultants policymakers and those wishing to influence policy on all sides of the debate in the many jurisdictions that are engaging in the processes of adopting or reviewing franchise regulation *The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy* Cathy A. Enz,2010-07-14 This state of the art handbook approaches the topics of hospitality strategy with an emphasis on immediate application of ideas to current practice Top hospitality scholars make original contributions with the inclusion of senior level executives input insights and current best practices By incorporating the latest research and thinking on various strategic topics with the commentary and insights of successful executives this handbook blends cutting edge ideas and comprehensive reviews of the subject with innovative illustrations and examples from practice The strength of the handbook is its combination of academic rigour and hospitality application The handbook will have a clear reference orientation and focus on key topical issues and problem of interest to practitioners and advanced students of hospitality strategy *The Economics of Franchising with Special Reference to the Fast Food Industry* Ian Marc Halfon,University of Cape Town,1983 *The Handbook of Organizational Economics* Robert Gibbons,John Roberts,2013 E

book available via MyiLibrary In even the most market oriented economies most economic transactions occur not in markets but inside managed organizations particularly business firms Organizational economics seeks to understand the nature and workings of such organizations and their impact on economic performance The Handbook of Organizational Economics

surveys the major theories evidence and methods used in the field It displays the breadth of topics in organizational economics including the roles of individuals and groups in organizations organizational structures and processes the boundaries of the firm contracts between and within firms and more Franchising and Rural Economic Development Thomas C. Dandridge,1993 What Are the Main Features of Franchising? Advantages and Disadvantages of a Franchise System ,2020-09-23 Seminar paper from the year 2014 in the subject Business economics Business Management Corporate Governance grade 1 7 University of Applied Sciences K In RFH language English abstract The aim of this term paper is to investigate the success of the sales system Franchising and to explain it theoretically In this regard the concept of franchising and its origin are explained at the beginning Franchising is a generally and internationally accepted business system In Germany there are more than 850 companies working with this selling system During the last ten years the German franchise industry managed to double its sales from 22 billion to 48 billion in 2010 I want to give a rough survey about the topic Franchising How this business system has developed grown and expanded What are the positive aspects of Franchising and what are the disadvantages of this system **Contract Law and Economics** Gerrit de Geest,2010-10 This unique and timely book offers an up to date clear and comprehensive review of the economic literature on contract law The topical chapters written by leading international scholars include precontractual liability misrepresentation duress gratuitous promises gifts standard form contracts interpretation contract remedies penalty clauses impracticability and foreseeability Option contracts warranties long term contracts marriage contracts franchise contracts quasi contracts behavioral approaches and civil contract law are also discussed This excellent resource on contract law and economics will be particularly suited to contract law scholars law teachers policy makers and judges For experts in and practitioners of contract law this will be a key book to buy **The SAGE Encyclopedia of Economics and Society** Frederick F. Wherry,Juliet B. Schor, Consulting Editor,2015-09-01 Economics is the nexus and engine that runs society affecting societal well being raising standards of living when economies prosper or lowering citizens through class structures when economies perform poorly Our society only has to witness the booms and busts of the past decade to see how economics profoundly affects the cores of societies around the world From a household budget to international trade economics ranges from the micro to the macro level It relates to a breadth of social science disciplines that help describe the content of the proposed encyclopedia which will explicitly approach economics through varied disciplinary lenses Although there are encyclopedias of covering economics especially classic economic theory and history the SAGE Encyclopedia of Economics and Society emphasizes the contemporary world contemporary issues and society Features 4 volumes with approximately 800 signed articles ranging from 1 000 to 5 000 words each are presented in a choice of print or electronic editions Organized A to Z with a thematic Reader s Guide in the front matter groups related entries Articles conclude with References Future Readings to guide students to the next step on their research journeys Cross references between and among articles combine with a

thorough Index and the Reader's Guide to enhance search and browse in the electronic version Pedagogical elements include a Chronology of Economics and Society Resource Guide and Glossary This academic multi author reference work will serve as a general non technical resource for students and researchers within social science programs who seek to better understand economics through a contemporary lens 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

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

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