

Jenny Buchan

# Franchisees as Consumers

Benchmarks, Perspectives and  
Consequences

 Springer

# Franchisees As Consumers Benchmarks Perspectives And Consequences

**Frank Hoy,Rozenn Perrigot,Andrew  
Terry**



## **Franchisees As Consumers Benchmarks Perspectives And Consequences:**

*Franchisees as Consumers* Jenny Buchan, 2012-11-07 Franchising is an increasingly important global business model but how well protected are franchisees the people who operate and make any franchise system really work In this book the author explores the many different roles that franchisees play in modern business and their importance to the success of every franchise arrangement As well as providing a comprehensive overview and analysis of the legal context of modern franchising relationships and the different measures taken to deal with franchisee concerns the author examines the weak links in contemporary franchising the areas where franchisees are rarely appropriately protected Despite all the rhetoric franchisees remain awkwardly accommodated within the law and they are in need of attention through improved consumer protection corporate governance and business insolvency bankruptcy laws *Franchisees As Consumers* examines why franchisees remain more vulnerable under the law than employees and suppliers and what can be done about it **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 *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 **Entrepreneurial Opportunities** Vanessa Ratten, 2020-03-02 Focusing on sustainable innovation in emerging economies this book characterises and responds to contemporary market pressures felt by business leaders worldwide The book offers new ways of looking at entrepreneurial opportunities in a range of contexts including emerging markets franchise relationships revenue management and tourism **Competition Law, Regulation and SMEs in the Asia-Pacific** Michael T Schaper, 2017-03-09 Small and medium sized enterprises SMEs account for more than 90 per cent of all businesses in the Asia Pacific region an area which is rapidly updating its competition laws and regulations to encourage greater entrepreneurship and open dynamic economies Yet SMEs are almost invisible when those competition policies and laws are developed and enforced SMEs are often quite different businesses than large multinational corporations but their nature significance and characteristics are often overlooked This book seeks to rectify the relative neglect in research and policy

discussions on the role of the SME sector in competition policy and law Drawing on contributions from a wide range of competition regulators lawyers academics consultants and advisers to the SME sector it addresses such important issues as perceptions and views of small businesses about competition law regulator engagement and education of the SME sector the link between competition law and economic growth franchising SMEs and competition law issues in enforcing competition law against SMEs the role of Chinese family firms trade professional and industry associations country case studies from Vietnam Singapore Indonesia Malaysia China South Korea Hong Kong SAR Japan and the Pacific Islands

Multidisciplinary Approaches to Service-Oriented Engineering Khosrow-Pour, D.B.A., Mehdi, 2018-06-01 The service industry is continually improving forcing service oriented engineering to improve alongside it In a digitalized world technology within the service industry has adapted to support interactions between users and organizations By identifying key problems and features service providers can help increase facilitator profitability and user satisfaction Multidisciplinary Approaches to Service Oriented Engineering is a well rounded collection of research that examines methods of providing optimal system design for service systems and applications engineering While exploring topics such as cloud ecosystems interface localization and requirement prioritization this publication provides information about the approaches and development of software architectures to improve service quality This book is a vital resource for engineers theoreticians educators developers IT consultants researchers practitioners and professionals Research Handbook on Corporate Restructuring Omar, Paul J., Gant, Jennifer L.L., 2021-08-27 This timely Research Handbook examines the increasingly economically vital topic of corporate restructuring Reflecting a shift in the global approach to insolvency towards a focus on rescuing viable businesses rather than liquidation chapters consider all areas of the law closely connected to corporate insolvency rehabilitation and rescue as well as the introduction of the EU Preventive Restructuring Directive and other reforms from around the world Retail Marketing and Sales Performance Christoph Preuss, 2013-12-30 The purpose of this research project is to contribute to effective retail by determining the impacts of the elements of retail marketing interventions on sales performance in franchises and branches The approach comprises a series of complementary surveys of franchisees branch managers shop visitors and customers This is enriched with secondary data and sector specific structural detail to determine the direct and mediating effects of retail marketing on sales performance Through factor analysis results provide evidence that Retail Marketing has a high and positive direct structural impact on sales performance Christoph Preuss contributes to the development of the dichotomy of branch and franchise management by exploring their operational differences Retailers can exploit retail marketing more effectively if they understand that structural retail marketing parameters make the greatest impact on an outlet s sales performance 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

**Analysing Emotional Labor in the Service Industries: Consumer and Business Perspectives** Jungkun Park, Weon Sang Yoo, Ki-Joon Back, 2019-12-24

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF ORGANISED RETAIL - A KERALA PERSPECTIVE** Biju M. K., 2019-03-20 Successful supply chain management requires a high degree of functional and organizational integration A major problem is the uncertainty due to lack of coordination in the supply chain The lack of coordination causes manufacturing cost inventory cost replenishment lead time transportation cost and labour cost to increase and the level of product availability and profitability to reduce This research work has been aimed at understanding the gap between the expectations and performance on different attributes of Logistics and Supply Chain Management adopted at different the stages in the supply chain viz by customers retailers suppliers and transporters in Kerala The study is also aimed at understanding the level of implementation of latest concepts in supply chain management among the different entities

Green Engineering for Optimizing Firm Performance Sonal Trivedi, Balamurugan Balusamy, Liza Macasukit Gernal, Mahmoud Ahmad Al-Khasawneh, 2025-08-12 This book offers a detailed examination of how sustainable technologies are reshaping firm performance Through an integration of empirical research expert opinions and case studies it explores how green management practices are enhancing business outcomes and contributing to sustainable development It offers an in depth understanding of how green technologies and practices such as green engineering AI ML applications green HRM and green innovation impact firm performance Explores topics such as green engineering AI ML applications green finance green HRM and green innovation showing their collective impact on business performance Presents real world case studies and empirical findings to demonstrate how organizations across different industries have successfully implemented sustainable technologies Examines regional variations in green management practices offering insights into the impact of economic regulatory and cultural contexts on sustainability initiatives Critically analyzes contemporary challenges with practical strategies for addressing issues effectively Recommends actionable policy and future research directions for sustainable business practices providing a roadmap for advancing green management This reference book is for academicians scholars and practitioners who are interested in emerging technologies that are reshaping firm performance and impacting sustainability

**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

*Cultural Perspectives in a Global Marketplace* Dheeraj Sharma,2015-05-29 This volume includes the full proceedings from the 2010 Cultural Perspectives in Marketing Conference held in Lille France with the theme Cultural Perspectives in a Global Marketplace This volume presents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Consumer Packaging Strategy Huda Khan,Richard Lee,Polymeros Chrysochou,2022-08-18 The consumer packaged goods CPG industry is dominated by major Western brands The dominance of such major brands extends to burgeoning Asian markets These conglomerates often rely on packaging as a strategic tool to entice Asian consumers This book illustrates how packaging as a marketing tool is more than simply changing the label or translating the brand into vernacular language It examines how different packaging elements e g information imagery packaging type can help to communicate product values to Asian consumers Drawing upon rich knowledge of the Asian CPG markets with extensive findings from fieldworks in the key Asian markets this book explains how Western brands are localising their packaging design in Asian markets It provides invaluable insight into how major Western CPG brands have relied heavily on their packaging strategies to compete not only against domestic brands but also against other foreign brands The book includes in depth interviews with brand managers of several major Western CPG brands and retailers and sheds light on emerging trends of CPG packaging in Asia

**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

Consumer Behavior Rajagopal,2010 Book CD This book examines how consumer behaviour is influenced in emerging markets by the marketing strategies of global firms and analyses its impact on market culture and consumption that contribute to the broader socio economic development values and lifestyle of consumers around The discussions in the book analyse behaviour of consumers as individuals decision makers players in subcultures and corporate associates in business performance of global firms Discussions in this book delineate behavioural and relational factors of consumers in emerging markets that affect overall business performance of global firms Strategies on building customer life time value customer relationship management and bottom of the pyramid consumer strategies to assure the high business performance of manufacturing retailing and services sectors have also been analysed in the book Managerial applications of consumer behaviour are also discussed in each chapter emphasising consumer behaviour concepts which can be employed to develop managerial strategy by the firms

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

**Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022)** Eva Hotnaidah Saragih,Rike Penta Sitio,Rosita Fitriyani,Dhinar Silalahi,Yeneneh Tamirat Negash,2023-02-10 This is an open access book It has been our great honor to welcome all the participants to the 4th Asia Pacific Management Research Conference was held in Surabaya Indonesia on May 18th 20th 2022 as a hybrid conference virtually conference I recalled formulating the concept and conducting this conference with the Research Center and Case Clearing House RC CCH Team back in 2017 The conference encourages fresh and impactful studies that address the latest issues and topics particularly in economics management business and accounting The forum particularly welcomes the discussion and sharing among research fellows in a semi formal academic setting As we reach the fourth conference we are confident that we will maintain a contribution to the global literature It is undeniable that the theme of the COVID 19 Pandemic is the main issue of this fourth conference but rather than focusing on the misery we look for models technologies and concepts that are beneficial for the economy and businesses to grow toward the new normal

This conference received 136 abstracts of which 57 were accepted articles in Atlantis Proceeding Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-01-05 Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers To achieve this goal companies must utilize current digital tools to create a strong online presence Digital Marketing and Consumer Engagement Concepts Methodologies Tools and Applications is an innovative reference source for the latest academic material on emerging technologies techniques strategies and theories in the promotion of brands through forms of digital media Highlighting a range of topics such as mobile commerce brand communication and social media this multi volume book is ideally designed for professionals researchers academics students managers and practitioners actively involved in the marketing industry



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