

Economics and Management of Networks: Franchising, Strategic Alliances, and Cooperatives (Contributions to Management Science)



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 pro- sions 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.

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Book Subtitle: Franchising, Strategic Alliances, and Cooperatives **Strategy and Governance of Networks: Cooperatives, Franchising** Economics and Management of Networks: Franchising, Strategic Alliances, and Cooperatives. Front Cover. Gerard Cliquet, George W. J. Hendrikse, Mika Tuunanen, Josef Windsperger. Springer Science & Business Media, Mar 20, 2007 - Business & Economics - 465 pages . Contributions to Management Science. **Economics and Management of Networks - Springer** Buy Strategy and Governance of Networks: Cooperatives, Franchising, and Strategic Alliances (Contributions to Management Science) by George Hendrikse The book emphasizes research in economics and management of networks as an **Management and Governance of Networks: Franchising** The book emphasizes research in economics and management of networks as an Contributions to Management Science. Free Preview. 2008. Strategy and Governance of Networks. Cooperatives, Franchising, and Strategic Alliances. **Introducing Economics and Management of Networks - Springer** Cooperatives, Franchising, and Strategic Alliances George W. J. Hendrikse, Mika Tuunanen, that contribute to designing the institutional foundation of technology networks. Management studies on networks need to adopt a broader view than Administrative Science Quarterly, 17, 254264 Burt, R.S., Knez, M. (1995) **Strategy and Governance of Networks - Cooperatives - Springer** Management and Governance of Networks: Franchising, Cooperatives and Strategic In A Grandori (Ed.), Handbook of Economic Organization (pp. . Interfirm Networks: Franchising, Cooperatives and Strategic Alliances. Economics and Management of Franchising Networks (Contributions to Management Science). **Economics and Management of Networks - Franchising, Strategic** Jan 16, 2011 New Developments In The Theory Of Networks has 0 reviews: Published New Developments In The Theory Of Networks: Franchising, Alliances And Cooperatives (Contributions To Management Science) Economics and Management of Networks: Franchising, Strategic Alliances, and Cooperatives. Part of the series Contributions to Management Science pp 1-10 . Management of Networks Book Subtitle: Franchising, Strategic Alliances, and Cooperatives