
Contributors

E. Hachemi Aliouche is the Co-Director of the Rosenberg International Franchise Center at the University of New Hampshire. He holds the William Rosenberg Chair in Entrepreneurship and Franchising. He has a Ph.D. and a Master's in Economics, a mini-MBA in Finance, and a BS in Electrical Engineering.

Ilan Alon, Ph.D. from Kent State University, is Professor of Strategy and International Marketing at the University of Agder, Norway, and Visiting Scholar at Georgetown University. Previously, he was Cornell Professor of International Business at Rollins College and a visiting scholar at Harvard University.

Paul Amadiou is an Associate Professor of Financial Accounting at the University of Montpellier 1. He is Head of the MSc in Small and Medium-sized Enterprises' Development. He is a researcher at Montpellier Recherche en Management (MRM EA 4557).

Guy Basset teaches at IGA School of Management – Casablanca, Morocco. He is an active member of the International Society of Franchising and of the Center for Research in Economics and Management – University of Rennes 1 – France (CREM UMR CNRS 6211). His research deals with franchising from managerial and legal approaches.

Gary J. Castrogiovanni is a DeSantis Distinguished Professor of Entrepreneurship at Florida Atlantic University. He has been conducting franchising research for about 25 years. Gary's franchising work has appeared in several journals including *Entrepreneurship Theory and Practice*, *Human Resource Management*, the *Journal of Management*, and the *Journal of Retailing*.

Magali Chaudéy is Associate Professor of Economics at the University of Lyon (France) and member of the GATE Lyon Saint-Etienne research center (UMR CNRS 5824). Her research deals with industrial organization, contract theory, franchising and focuses in particular on French and European distribution networks.

Gérard Cliquet is Professor of Retailing at the School of Business Administration (IGR-IAE) of the University of Rennes 1 (France). His main research topics are geomarketing, retailing, franchising, retail brand-

ing. He is on the board of editors of the Economics and Management of Networks (EMNet).

Evelien Croonen is an Assistant Professor of Small Business and Entrepreneurship in the Faculty of Economics and Business, University of Groningen. Her research mainly focuses on the successful management of franchise networks, and she has published several scientific articles in journals such as *Entrepreneurship: Theory and Practice*, *Journal of Business Ethics*, *Journal of Small Business Management*.

Lola Dada is a Senior Lecturer at Lancaster University Management School, UK. Her core research areas are in entrepreneurship and franchising. Lola Dada's research has been published in top ranked journals, including the *Journal of Business Research*, *Regional Studies*, *European Journal of Marketing*, *International Journal of Management Reviews*, etc.

Cary Di Lernia teaches corporations and commercial law at the University of Sydney Business School. He holds undergraduate degrees in law, commerce/accounting and philosophy, a postgraduate M.Phil. and a Ph.D. in business regulation. His research focuses on the borders of accounting and business law and the legal aspects of franchising relationships.

Anita Du Toit is a Senior Consultant and Partner at Franchising Plus, a consultancy in Johannesburg, South Africa. Anita specializes in consulting on social franchising, which included a Social Franchise Accelerator in partnership with the University of Cape Town and the International Centre for Social Franchising (ICSF). Anita recently contributed a chapter to the book: *Social Franchising*, edited by Ilan Alon.

Thomas Ehrmann is the Chair of the Institute of Strategic Management at Westfälische Wilhelms-Universität Münster, Germany, and a Director of the International Center for Franchising and Cooperation (F&C). Thomas Ehrmann is specialized in microeconomics, institutional economics, and franchising. He also serves on the Academic Advisory Council of Deutsche Bahn AG.

Robert W. Emerson is the Huber Hurst Professor of Business Law at the University of Florida, a seven-time recipient of the Academy of Legal Studies in Business Best Paper Award, and the 2017 recipient of the Best Paper Award for the International Society of Franchising. He has led research symposia on franchising, testified about franchise law and ethics before the US Congress, served as an expert witness in numerous court cases, and taught franchise and distribution law at universities and institutions throughout North America and Europe. An inaugural member

of the Conseil Scientifique for the Union Internationale des Huissiers de Justice (UIHJ) as well as a Reporter for the UIHJ's triennial World Congress, he was editor-in-chief of the *American Business Law Journal*.

Muriel Fadaïro is Associate Professor of Economics at the University of Lyon, France, and research fellow of GATE L-SE (Saint-Etienne), UMR CNRS 5824. A specialist in distribution networks, knowledge flows and franchising, she works in the fields of Industrial Organization, Contract Theory and Applied Econometrics.

Lorelle Frazer is Director of the Asia-Pacific Centre for Franchising Excellence at Griffith University, Australia. Lorelle has co-authored the biennial Franchising Australia surveys since 1998 and was presented with the 2010 Contribution to Franchising award by the Franchise Council of Australia for her 'significant contributions to the education of the Australian franchise community'.

Nina Gorovaia is Assistant Professor of Management at Frederick University in Cyprus. She holds a Ph.D. degree in Social and Economic Sciences from Vienna University of Economics and Business Administration. Dr. Gorovaia's research interests include international market entry strategy, organizational networks, franchising, knowledge management and innovation.

Anthony Grace is a researcher in The Franchise Centre at Griffith University, Australia. Anthony received his Ph.D. in franchising, examining the topic of trust within the franchising relationship and currently teaches in the Griffith Business School. He also conducts lectures with the University of Canberra's Ducere Business School.

Marko Grünhagen serves as Lumpkin Distinguished Professor of Entrepreneurship, Professor of Marketing and Director of the Sustainable Entrepreneurship through Education and Development (SEED) Center at Eastern Illinois University, USA. He is the President of the International Society of Franchising (ISoF). His research has been published in such prominent academic outlets as *Journal of Retailing*, *Journal of Business Research*, *Psychology and Marketing* and *Journal of Small Business Management*.

Frank Hoy is the Paul R. Beswick Professor of Innovation and Entrepreneurship at Worcester Polytechnic Institute. He is co-editor of *Franchising: An International Perspective* with John Stanworth. He served on the board of governors of the Institute of Certified Franchise Executives.

Maria Jell-Ojobor is a postdoctoral researcher and Senior Lecturer of Organization and International Management at University of Vienna where she also earned her doctorate. Her field of expertise covers the economics and strategic management of organizational networks, with a focus on international franchising.

Manish Kacker is an Associate Professor of Marketing at the Degroote School of Business at McMaster University. His research focuses on the intersecting domains of distribution channels, franchising, marketing strategy, innovation adoption, small business and entrepreneurship. His interests in franchising encompass strategy, structure, performance, emerging markets and social entrepreneurship issues. His research has been published in leading journals, including *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Small Business Economics* and *Journal of Small Business Management*.

Patrick J. Kaufmann is Everett W. Lord Distinguished Faculty Scholar and Professor of Marketing at Boston University. He holds a BA from Georgetown, a JD from Boston College, an MBA from Wharton, and a Ph.D. in Marketing from Northwestern. He serves on the Editorial Boards of the *Journal of Retailing* and the *Journal of Public Policy and Marketing*, and is past chair of the International Society of Franchising.

Francline Lafontaine is William Davidson Professor of Business Economics and Public Policy at the Stephen M. Ross School of Business at the University of Michigan. Since joining the faculty at Michigan in 1991, Professor Lafontaine has primarily taught applied microeconomics to MBA students, along with elective courses on firm strategy and anti-trust and on the economics of franchising. She has published numerous scholarly articles on franchising in top journals in her field, including the *Journal of Political Economy*, the *RAND Journal of Economics*, the *Journal of Law and Economics*, the *Journal of Law, Economics and Organization* and the *Journal of Industrial Economics*, as well as in marketing and entrepreneurship journals. She is co-author with Roger D. Blair of *The Economics of Franchising*.

Cintya Lanchimba holds a Ph.D. in Economics from the University of Lyon, France. A specialist in Contract Theory and Applied Econometrics, she is interested in franchising, distribution networks, and vertical coordination (producer/distributor, supplier/retailer) within industrial relationships. She develops her activities as Assistant Professor of Economics at the Escuela Politécnica Nacional, Ecuador, Department of Mathematics.

Benjamin Lawrence is the Aziz Hashim Professor of Franchising Entrepreneurship at Georgia State University. Lawrence earned a Ph.D. from Boston University, an MBA from Texas A&M University and a BS from Cornell University. His research focuses on topics that intersect service operations and marketing with a particular interest in franchise relationships.

Melih Madanoglu is an Associate Professor in Hospitality Management in the Department of Marketing at Florida Atlantic University (FAU). His research interests are related to franchising and entrepreneurship. Dr. Madanoglu has published in several journals including *Journal of Retailing*, *Journal of Small Business Management*, *Journal of Business Research* and *International Journal of Hospitality Management and Tourism Management*.

Brinja Meiseberg is an Assistant Professor at Westfälische Wilhelms-Universität Münster, Germany. She is also the Head of 'Research International' at the International Center for Franchising and Cooperation (F&C). Her major research interests are in strategy, hybrid organizations, e-commerce and cultural industries, and she has published numerous papers in leading international journals.

Audhesh Paswan is Professor of Marketing at the University of North Texas. His research interests include franchising, channels, strategy, NPD, service marketing, global marketing. His work appears in the *Journal of Marketing*, *Decision Science Journal*, *Journal of Retailing*, *Journal of International Marketing*, *Journal of Business Research*, *Industrial Marketing Management*, among others.

Rozenn Perrigot is Professor of Management at the Graduate School of Management, University of Rennes 1, France. She is the Director of the Center (and MSc) in Franchising, Retail and Service Chains. She is the Secretary of the International Society of Franchising. She is a researcher at the Center for Research in Economics and Management (CREM UMR CNRS 6211) and the Head of the 'Organizations, Networks and Digital' Team.

Karine Picot-Coupey is an Associate Professor of Marketing at the University of Rennes 1, Graduate School of Management (IGR-IAE Rennes). She is Head of the MSc in International Management and Delegate Director of the Franco-Japanese Management Centre. She is a researcher at the Center for Research in Economics and Management (CREM UMR CNRS 6211).

Cyril Pietrafesa received his high school diploma from Choate Rosemary Hall, and a BS in Hotel Administration, Cum Laude, from the Cornell

School of Hotel Administration. He works in the Real Estate Investment Banking group at Goldman, Sachs & Co.

Farhad Sadeh is a Ph.D. Candidate in Marketing at the DeGroote School of Business at McMaster University. His research interests are focused on firm growth, distribution channels, B2B marketing, marketing strategy and franchising. Before joining the Ph.D. program, Farhad received an undergraduate degree in Industrial Engineering, a Master's degree in International Marketing and spent over 10 years in industry.

María de los Dolores Santarriaga Pineda is Professor of Marketing at the University of Colima, Mexico, and has served in the private sector as a marketing consultant. Her research interests include entrepreneurship, consumer behavior and franchising. She has supervised several student projects for businesses ranging from marketing strategy, franchising and consumer behavior.

Francisco Carlos Soto Ramirez is Professor of Marketing at the University of Colima, Mexico, and has served as a Director of multinational companies in the food industry. His research interests include entrepreneurship, consumer behavior and franchise development as well as aspects of service marketing.

Robert Stassen is an Associate Professor at the University of Arkansas, in Fayetteville. He currently serves as Treasurer of the International Society of Franchising. His franchise research interests are primarily in the issues of market coverage and the role of company-owned stores in franchise systems. He has published in the *Journal of Retailing*, *Journal of Business*, *Journal of Marketing Channels*, *Journal of Macromarketing*, and *Journal of Business Logistics*. He is also a member of the Academic Counsel of Category Management Association.

Odile Streed is Associate Professor of Marketing at Concordia College, Moorhead, USA. Her primary research interests focus on branding, service marketing, distribution and technology in retail. A former marketing practitioner in large corporations both in France and the USA, she is also assisting small businesses and non-profit organizations as a consultant.

Andrew Terry is Professor of Business Regulation in the University of Sydney Business School and holds the title of Emeritus Professor from the University of New South Wales. He is a member of the Australian Competition and Consumer Commission's Small Business and Franchising Consultative Committee and has been inducted into the Franchise Council of Australia's Franchising Hall of Fame.

Jean-Laurent Viviani is a Professor of Finance at the University of Rennes 1, Graduate School of Management (IGR-IAE Rennes) and researcher at the Center for Research in Economics and Management (CREM UMR CNRS 6211). He is co-Head of the Master in Finance.

Anna Watson is a Reader in Marketing at the University of Hertfordshire, UK. Dr. Watson is one of the UK's leading academics in franchising and has published over 20 refereed journal articles, most recently in journals such as the *Journal of Business Research*, *European Journal of Marketing*, and the *International Small Business Journal*. Dr. Watson is a Visiting Professor at the University of Rennes.

Dianne H.B. Welsh is the Hayes Distinguished Professor of Entrepreneurship and Founding Director of the Entrepreneurship Programs at the University of North Carolina, Greensboro. Dianne has held three endowed chairs and started three entrepreneurship programs/centers. She is the 2015 Fulbright-Hall Distinguished Chair for Entrepreneurship for Central Europe. Dianne is a recognized scholar in franchising, family businesses, international entrepreneurship, and women-owned businesses; and has authored seven books and over 150 publications.

Josef Windsperger is an Associate Professor of Organization and Management in the Department of Management at the University of Vienna. Dr. Windsperger's primary research interests refer to the strategy and governance of networks (such as franchise networks, strategic alliances, joint ventures) and the theory of the firm.

Fiori A. Zafeiropoulou is an academic and a social entrepreneur. She holds an award winning Ph.D. in Social Franchising from Brunel Business School, UK. She is Executive Producer of the television show, SocialGrowth.ert.gr and Founder and CEO of SOFFA.gr, social inclusion for refugees, and Refergon.com. She is Country Coordinator of the incubation programmes 'Social & Sustainable Fashion Entrepreneurs' and the 'Social Growth for Trafficking and Refugees'.