



University of São Paulo, BRAZIL  
Center for Organization Studies (CORS)  
Group for Study and Research in Strategy  
and Vertical Coordination (GEPEC)

PROGRAM CO-CHAIR  
**Dr. Vivian-Lara Silva**  
Associate Professor of Economics



University of Lyon, FRANCE  
Jean Monnet University, Saint-Etienne  
GATE Lyon St-Etienne - UMR 5824 CNRS  
Groupe d'Analyse et de Théorie Economique

PROGRAM CO-CHAIR  
**Dr. Muriel Fadaïro**  
Associate Professor of Economics

Save the Date

## International Workshop on Franchising & Distribution Networks in Emerging Countries

| May 12-13, 2016 |  
Saint-Etienne, France

**GATE L-SE**  
University Jean Monnet, Saint-Etienne  
University of Lyon, France

*in association with*

**CORS, University of São Paulo, Brazil**

*with the support of*

**National Polytechnic School  
Quito, Ecuador**

FULL PROGRAM  
Coming soon

**REGISTRATION**

NOW OPENED :

<http://iwbf2016.sciencesconf.org>

## KEYNOTE SPEAKERS

**Marko GRÜNHAGEN**

*Professor of Entrepreneurship & Professor of Marketing*  
Eastern Illinois University, School of Business / USA

**Rozenn PERRIGOT**

*Associate Professor of Management*  
IAE-IGR, University of Rennes 1 / France

**Maria Sylvia Macchione SAES**

*Professor of Economics*  
University of São Paulo / Brazil

**Josef WINDSPERGER**

*Professor of Organization and Management*  
University of Vienna / Austria



## Workshop Objectives

The aim of the workshop “Franchising & Distribution Networks in Emerging Countries” is to provide a forum for researchers and practitioners interested in the development of franchising and distribution networks in emerging countries. The theme of franchising and distribution networks is a fertile field of research whose dynamism is manifested globally through regular publications in the best-refereed scientific journals in economics and management. This interdisciplinary workshop is foremost, but not exclusively, based on economics and management. While a wide literature exists on the different aspects of franchising in developed countries, franchise and distribution networks are growing strongly in emerging economies. Statistics show a remarkable dynamism in Brazil, Mexico, China, Turkey, and in several African countries. This trend continues, despite the crises (social, economic, political, etc.) in emerging countries, and growing scientific work is presently developing on this topic. The purpose of the workshop is to promote an open debate on the state of the art and encourage the development of international collaborative research projects on franchising and distribution networks in emerging countries. We invite researchers in economics, management, or other scientific fields, to submit both empirical and theoretical papers.

## Scientific Committee

ALIOUCHE Hachemi, Rosenberg Chair in Entrepreneurship and Franchising Peter T. Paul College of Business and Economics, University of New Hampshire, **U.S.A.**

ALON Ilan, Professor of Strategy and International Marketing, University of Agder, School of Business and Law, **Norway**

BITTI Eugenio Jose Silva, Associate Professor of Management, School of Economics, Business Administration and Accounting, University of São Paulo, **Brazil**

CHANUT Odile Professeur of Management, Member of the Scientific Committee of the French Federation of Franchising, IAE of Saint-Etienne, University of Lyon, **France**

FADAIRO Muriel, Associate Professor of Economics, IAE of Saint-Etienne, University of Lyon, **France**

LANCHIMBA Cintya, Associate Professor of Economics, National Polytechnic School, Quito, **Ecuador**

SAES Maria Sylvia Macchione, Professor of Economics, School of Economics, Business Administration and Accounting, University of São Paulo, **Brazil**

SILVA Vivian-Lara, Associate Professor of Economics, Engineering School, University of São Paulo, **Brazil**

YANGARI Miguel, Associate Professor of Applied Mathematics, National Polytechnic School, Quito, **Ecuador**

## Organization

The workshop is jointly organized by the following research centers:

· **GATE (Groupe d'Analyse et de Théorie Economique), CNRS, UMR 5824, University of Lyon:** GATE Lyon Saint-Etienne activities come under the fields of theoretical and applied economics, based on game theory, decision theory and contract theory. The institute has built an international reputation and a leading scientific position in various areas of excellence.

· **CORS (Center for Organization Studies), GEPEC, University of São Paulo:** CORS primary subject is the study of institutions and organizations, by means of a multidisciplinary approach, based on economics and other applied social science. CORS develops theoretical and empirical studies about the design and dynamics of organizational strategy.

## Organizing Committee

**Magali CHAUDEY**, Jean Monnet University, Saint-Etienne, **Marc DAVID**, CCI Lyon Métropole, **Muriel FADAIRO**, Jean Monnet University, Saint-Etienne, **Ahmad FLITI**, Jean Monnet University, Saint-Etienne, **Sylvie GRENIER**, Jean Monnet University, Saint-Etienne, **Monica GROSSO**, EMLYON Business School, **Cintya LANCHIMBA**, National Polytechnic School, Quito, **Frédéric PERDREAU**, Jean Monnet University, Saint-Etienne, **Frédéric PELLEGRIN**, Jean Monnet University, Saint-Etienne, **Claude RISAC** Groupe Casino, **Vivian-Lara SILVA**, University of São Paulo, **Mark ZINGBAGBA**, Jean Monnet University, Saint-Etienne.