



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  
University Jean Monnet, 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**

**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



Center for Organization Studies  
CORS



## 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.

## 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.

## Paper Submission Procedure

To submit a paper to the workshop, please send a two-page abstract, preferably in pdf-format, to the email address [fdnec2016@gmail.com](mailto:fdnec2016@gmail.com) with the subject "Submission". The deadline is February 15th 2016. Only abstracts in English may be submitted, with the following information: authors' full name and affiliation, contact details for corresponding author, such as address, phone and e-mail. All submitted abstracts will be peer reviewed according to a high-quality and fast referee process guided by the Scientific Committee. Authors will be notified whether their paper is accepted for presentation at the workshop no later than March 1<sup>st</sup>, 2016. After acceptance, the full paper has to be sent, preferably in pdf-format, to the email address [fdnec2016@gmail.com](mailto:fdnec2016@gmail.com) with the subject "Full paper" no later than April 15<sup>th</sup> 2016. Workshop presenters are expected to discuss one other paper during the sessions. The discussant assignments will be made by the workshop organizers at a later date. As the workshop intends to promote open debate in this research area, participations are welcome even without paper contributions.

## Important dates

- Deadline for 2-page Abstract submission: February 15th, 2016
- Deadline for notification of acceptance: March 1st, 2016
- Deadline for sending Full Paper: April 15th, 2016



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## Organizing Committee

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