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
in association with
CORS, University of São Paulo, Brazil
with the support of
National Polytechnic School
Quito, Ecuador

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

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http://iwbf2016.sciencesconf.org
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 de 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 CHAudeau, 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.