



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 CNRS 5824
 Groupe d'Analyse et de Théorie Economique
 PROGRAM CO-CHAIR
Dr. Muriel Fadaïro
 Associate Professor of Economics

International Workshop on Franchising & Distribution Networks in Emerging Countries

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



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

in association with
CORS, University of São Paulo, Brazil

with the support of
**National Polytechnic School, Quito,
 Ecuador**

Venue:
 Université Jean Monnet
 Maison de l'Université
 Campus Tréfilerie
 10 rue Tréfilerie
 42023 Saint-Etienne

Workshop Website:
<http://iwbf2016.sciencesconf.org>

PROGRAM

Thursday, May 12, 2016

8.45-9.15	Registration
9.15-9.30	Opening greetings
9.30-9.45	Introductory Lecture - Research on Franchising & Distribution Networks in Emerging Countries: The Relevance of an Interdisciplinary Approach
	Muriel FADAÏRO, IAE, Jean Monnet University, Saint-Etienne, France Marko GRÜNHAGEN, Eastern Illinois University, School of Business, U.S.A Vivian-Lara SILVA, University of São Paulo, Brazil
9.45 -10.15	Keynote Lecture 1 Internationalization of Franchise Chains in Emerging Markets: the Brazilian Case
	<i>Chair: Odile CHANUT, IAE, Jean Monnet University, Saint-Etienne, France</i> Sylvia SAES, University of São Paulo, Brazil
10.15-10.30	Energy break

10.30-12 Session 1 - Entry Modes in Emerging Markets

Chair: Hachemi ALIOUCHE, University of New Hampshire, U.S.A

Determinants of master international franchising

Maria JELL-OJOBOR, University of Vienna, Austria
Ilan ALON, University of Agder, Norway

**Trust and brand in master franchise relationship:
the case of mobile payment in Ivory Coast**

Franck-Arthur DAGRI, University Alassane Ouattara, Bouaké, Ivory Coast
Gérard CLIQUET, IGR-IAE, University of Rennes 1, France

Franchise equity entry modes in international markets

Iilir HAJDINI, University of Vienna, Austria
Maria JELL-OJOBOR, University of Vienna, Austria
Josef WINDSPERGER, University of Vienna, Austria

**Empirical validation of relational satisfaction in emerging countries:
the case of the Tunisian retailing industry**

Rym BEN HALIMA, ESSEC, Tunis, Tunisia
Rym ELAMRI TRABELSI, ESSEC, Tunis, Tunisia

12.30-14 Networking Lunch at Restaurant “Mon Jardin Secret”, Place Villeboeuf, Saint-Etienne
The restaurant is located 15 minutes walk from Jean Monnet University, Saint-Etienne

**14.30-15 Keynote Lecture 2
Research on Franchising in Africa: Challenges and Prospects**

Chair: Vivian-Lara SILVA, University of São Paulo, Brazil

Rozenn PERRIGOT, IGR-IAE, University of Rennes 1, France

15-16 Session 2 - Casino Group in Emerging Markets: Targeted areas, Goals and Prospects

Chair: Muriel FADAIRO, IAE, Jean Monnet University, Saint-Etienne, France

Targeted areas of Casino Group: what place for the emerging markets?

Raphaëlle ERRERA, International Project Manager, Casino Group, France

Feedbacks between France and Latin America: the case of retailers' private labels

Raphaëlle ERRERA, International Project Manager, Casino Group, France

16-16.15 Refreshment break

16.15-17.30 Session 3 – Research on franchising and distribution networks in Latin America (1)

Chair: Dildar HUSSAIN, ESC Rennes School of Business, France

**Cooperatives and distribution systems in Brazil:
cartography of the complex network of actors in the honey sector**

Mislene ROSADO, COACTIS, Jean Monnet University, Saint-Etienne, France
Odile CHANUT, IAE, Jean Monnet University, Saint-Etienne, France

Monitoring and incentives in Brazilian franchised chains

Eugênio BITTI, University of São Paulo, Brazil
Arthur MENDONÇA, University of São Paulo, Brazil
Bianca Maria SILVA, University of São Paulo, Brazil
Vivian-Lara SILVA, University of São Paulo, Brazil

Franchising in Latin America: state of the art, stylized facts and avenues for further research

Cintya LANCHIMBA, National Polytechnic School, Quito, Ecuador
Muriel FADAÏRO, IAE, Jean Monnet University, Saint-Etienne, France

17.30-19 Free time

19-20 Visit of the Museum of Art and Industry, 2 Place Louis Comte, Saint-Etienne
The Museum is located 15 minutes walk from Jean Monnet University, Saint-Etienne

20.15 Gala dinner at Restaurant “L’Escargot d’Or”, 5 Cours Victor Hugo, Saint-Etienne
The restaurant is located 5 minutes walk from the Museum of Art and Industry

Friday, May 13, 2016

8.45-9.15 Keynote Lecture 3
Brand Perceptions of Global Franchise Chains in the BRICS
Chair: Frédéric PERDREAU, Jean Monnet University, Saint-Etienne, France

Josef WINDSPERGER, University of Vienna, Austria

9.15-10 Session 3 – Research on franchising and distribution networks in Latin America (2)

Chair: Sylvia SAES, University of São Paulo, Brazil

Multi-unit ownership strategy in franchising: an empirical investigation of franchisees perspective on Brazilian data

Dildar HUSSAIN, ESC Rennes School of Business, France
Haroldo FILHO, ESC Rennes School of Business, France

Characterization of the collection and distribution processes of bienestarina in Bogota

Cristian PEÑALOZA, Universidad Nacional de Colombia
Laura PALACIOS, Ecole des Mines, Saint-Etienne, France
Jesus GONZALEZ-FELIU, Ecole des Mines, Saint-Etienne, France

10-10.15 Energy break

10.15-11 Session 4 - Round Table with Franchisors and Experts
on Experiences in Emerging Markets

Chair: Odile CHANUT, IAE, Jean Monnet University, Saint-Etienne, France

Sandrine FORZY, International Project Manager, SWELSY-TECH, France
Frédéric FOURGOUS, Network Development Director, AVIVA, France
Olga ROMULUS, Chartered Accountant, FIDUCIAL, France

**11.15-12 Keynote Lecture 4
Research on Franchising in Asia: Challenges and Prospects**

Chair: Magali CHAUDEY, Jean Monnet University, Saint-Etienne, France

Marko GRÜNHAGEN, Eastern Illinois University, School of Business, U.S.A

12.30-14 Cocktail Reception at Casino Group headquarters

1, Esplanade de France, Saint-Etienne
(2 minutes walk from Saint-Etienne main train station
"Gare de Saint-Etienne Châteaureux")



**14-15.30 Session 5 at Casino Group headquarters
Social Franchising in emerging markets and food distribution issues**

Chair : Gérard CLIQUET, IGR-IAE, University of Rennes 1, France

Social franchising: discussion of the concept and relevance in emerging markets

Hachemi ALIOUCHE, University of New Hampshire, U.S.A

Social franchising: the case of CFW clinics in Kenya

Rozenn PERRIGOT, IGR-IAE, University of Rennes 1, France

**Modelling of risk in emerging countries: the case of distribution
in high-value food and staple markets**

Mark ZINGBAGBA, GATE L-SE, Jean Monnet University, Saint-Etienne, France

Muriel FADAIRO, IAE, Jean Monnet University, Saint-Etienne, France

**Imbalance in the supply chain and new research avenues in franchising & distribution
Networks? Insights from emerging countries**

Vivian-Lara SILVA, Eugenio BITTI, Sylvia SAES,

Fausto MAKISHI, Fabiana LEONELLI, University of São Paulo, Brazil

Muriel FADAIRO, IAE, Jean Monnet University, Saint-Etienne, France

15.30-16 Networking session and project discussions

**The last sessions will take place close to Saint-Etienne main train station (2 minutes walk)
Possibility right after the workshop to reach Paris or Lyon**

TGV TRAIN SAINT ETIENNE CHATEAUCREUX to PARIS	Departure 16h42	Arrival 19h33	Duration 2h51
TER TRAIN SAINT ETIENNE CHATEAUCREUX to LYON	Departure 16h50	Arrival 17h36	Duration 46 mn
TER TRAIN SAINT ETIENNE CHATEAUCREUX to LYON	Departure 17h20	Arrival 18h06	Duration 46 mn