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HANDBOOK OF RESEARCH ON FRANCHISING (PAPERBACK)



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Edward Elgar Publishing Ltd, United Kingdom, 2019. Paperback. Condition: New. Language: English. Brand new Book. Franchising is one of the major engines of business expansion and job creation globally. The Handbook of Research on Franchising contains original work by leading franchise scholars from around the world who offer new insights into entrepreneurial behavior, organizational forms, regulation, internationalization and other contemporary issues relating to this dynamic business strategy. The book will provide readers with a base of knowledge about the entrepreneurial opportunities and behaviors of franchisors and franchisees as well as explore the forms that franchise organizations may take, the regulation of franchise companies, how franchisors and franchisees relate to one another, the development of the franchise model, franchising in emerging markets, social franchising and more. It introduces theory and sets the agenda for future research and adds to education and practice. Practitioners will benefit from the high quality scientific research, and scholars will find exciting opportunities for contributing to the body of knowledge on a subject that has not received sufficient attention. The research contained in this book will also be of value to franchisors, franchisees, service providers and government regulators.



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