

Rozenn PERRIGOT

Full Professor



Présentation

- Vice Dean for Research
- Founding Director of the Center for Franchise, Retail and Service Chains (Centre Franchise & Commerce en Réseau)
- Head of the “Organizations, Networks, Digital” Pole, Center for Research in Economics and Management
- Vice President of the Scientific Council, IGR-IAE Rennes

Program director:

- [Master Marketing et Vente, parcours Franchise & Commerce en Réseau](#)
- [Master Marketing – Franchising, Retail & Service Chains](#)
- [Master 2 Marketing et Vente, Parcours Franchising, Retail & Service Chains](#)

My activities related to teaching, research and administration deal with franchising, retail and service chains.

> **Laboratoire de recherche** : CREM UMR CNRS 6211

Thèmes de recherche

My research deals with franchising, retail and service chains, with various managerial approaches (entrepreneurship, management, marketing, organizational behavior, strategy, etc.), and sometimes economic or legal approaches.

Keywords: Franchising, retailing, chains, Communication, conflict management, e-commerce, entrepreneurial orientation, good faith, know-how, resale prices, social entrepreneurship, waste management,

Activités pédagogiques

- Franchising, retail and service chains
- Marketing (international marketing, market research, marketing management, service marketing, strategic marketing)
- Research methodology (qualitative, quantitative)
- Strategic management
- Management and organizational behavior

Other responsibilities:

Founding Head of the Master 2 Marketing – Franchising, Retail & Service Chains