

# Rozenn PERRIGOT

Professeur des Universités



---

## Présentation

- **Créatrice et Directrice du Centre Franchise & Commerce en Réseau**
- **Responsable du Pôle "Organisations, Réseaux, Numérique", Centre de Recherche en Économie et Management**
- **Vice-Présidente du Conseil Scientifique**

Professeur à l'IGR-IAE Rennes et chercheur au CREM UMR CNRS 6211, mes activités liées à l'enseignement, la recherche et l'administration concernent la franchise et le commerce en réseau.

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

> **Responsable pédagogique** :

- Master 1 Marketing et Vente
- Master 2 Marketing et Vente

## Recherche et entreprise

### Rayonnement scientifique

### Coordination de contrats de recherche

- Réglementation de la Commission Européenne, ses conséquences sur les pratiques, les conflits et la performance dans la franchise : Une approche multi-disciplinaire et internationale (2012-2016), programme de recherche sur quatre ans financé par l'Agence Nationale de la Recherche (ANR - Programme Blanc), Coordinateur Principal, avec une équipe de 22 chercheurs en Management, Droit, Economie de six pays
- L'utilisation d'Internet dans les réseaux de franchise (2015-2016), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal
- Le E-recrutement des candidats à la franchise (2014-2015), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal
- Réglementation de la Commission Européenne, ses conséquences sur l'utilisation d'Internet

dans les réseaux de franchise : Un focus sur les conflits et la performance (2013-2014), programme de recherche sur un an financé par la Maison des Sciences de l'Homme en Bretagne (MSHB), Coordinateur Principal

- Prix de vente dans la franchise : pratiques et challenges (2013-2014), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal
- Réglementation de la Commission Européenne, ses conséquences sur l'utilisation d'Internet dans les réseaux de franchise : Un focus sur les conflits et la performance (2012-2013), programme de recherche sur deux ans soutenu par la Maison des Sciences de l'Homme Paris Nord (MSH Paris Nord), Coordinateur Principal [soutien logistique]
- L'impact de la forme organisationnelle sur la satisfaction des clients : TripAdvisor et les hôtels franchisés et en propre d'une même chaîne hôtelière (2012-2013), programme de recherche sur un an financé par le Môle Armoricaïn de Recherche sur la Société de l'information et les usages d'Internet (M@rsouin), Coordinateur Principal

### **Awards**

- Best Paper Award, 29th Annual Conference of the International Society of Franchising (ISoF), Oviedo, Espagne, 2015

### **Invitations à des conférences académiques**

- Franchising in Africa, International Workshop on Franchising & Distribution Networks in Emerging Countries, Saint Etienne, 12-13 mai 2016
- Applying insights from business franchise research to franchises that specialize in clinical services, Séminaire du UCSF Global Health Group, University of California, San Francisco, Etats-Unis, 11 février 2015

### **Cas pratiques**

- Rozenn Perrigot, Cheryl R. Babcock, "Burger King France: Acquiring the Quick Chain", Ivey Publishing.

### **Interactions avec l'environnement social, économique et culturel**

#### **Rapports de recherche**

- Perrigot R., Basset G. (2015), La franchise dans le secteur des services à la personne, Chaire Franchise & Commerce en Réseau
- Perrigot R., López-Fernández B. (2015), E-recrutement des candidats à la franchise, Chaire Franchise & Commerce en Réseau
- Perrigot R., Meiseberg B. (2014), Prix de vente dans la franchise : Pratiques et challenges, Chaire Franchise & Commerce en Réseau

#### **Articles et témoignages dans la presse**

- Les PME s'engagent à leur tour dans l'aventure des chaires d'entreprise - Franchise et commerce au menu de l'IGR, site Internet Les Echos, 2 février 2015
- International : les pièges à éviter, site Internet EcoRéseau Franchise & Concept(s), 2015
- La franchise en duo, site Internet EcoRéseau Franchise & Concept(s), 2015, etc

#### **Interventions lors de conférences professionnelles**

- Creating a social franchise, International Franchise Association's Annual Convention, San Antonio, Etats-Unis, 22 février 2016
- Présentation de mes projets de recherche sur la franchise sociale en Afrique, Social Sector Task Force Meeting, International Franchise Association's Annual Convention, San Antonio, Etats-Unis, 20 février 2016

### **Participation à des comités professionnels**

- Membre du comité "Franchise: Les coups de cœur de L'EXPRESS - en partenariat avec l'Observatoire de la Franchise", Paris, France (depuis 2009)

## **Thèmes de recherche**

Mes recherches concernent la franchise et le commerce en réseau, avec des approches managériales variées (comportement organisationnel, entrepreneuriat, management, marketing, stratégie, etc.), et parfois des approches économiques ou juridiques.

**Mots-clés :** Franchise, commerce, réseau - Bonne foi - communication - entrepreneuriat social - e-commerce - gestion des conflits - gestion des déchets - performance - orientation entrepreneuriale - prix de vente - orientation entrepreneuriale - savoir-faire ...

## **Activités pédagogiques**

### **Enseignements principaux**

- Franchise et commerce en réseau
- Marketing (études marketing, marketing international, marketing management, marketing des services, marketing stratégique)
- Méthodologie de la recherche (qualitatif, quantitatif)
- Management stratégique
- Management et comportement organisationnel

### **Autres responsabilités pédagogiques**

Créatrice et Responsable pédagogique du Master 2 Marketing - Franchise & Commerce en Réseau

## **Publications**

Rozenn Perrigot, Komlanvi Elom Gbetchi. Social franchise chains operating in African countries: are their social goals aligned with the 2030 United Nations sustainable development goals?. International Journal of Emerging Markets, Emerald, 2022,

Evelien Croonen, Hans van Der Bij, Rozenn Perrigot, Assaad El Akremi, Olivier Herrbach. Who wants to be a franchisee? Explaining individual intentions to become franchisees. International Small Business Journal, SAGE Publications, 2022, 40 (1), pp.90-112.

Corentin Le Bot, Rozenn Perrigot, Frédérique Déjean, Bruno Oxibar. Corporate Social Responsibility in franchise chains: Specificities, insights from French franchise chains' CSD, and avenues for future research. *Journal of Retailing and Consumer Services*, Elsevier, 2022, 66, pp.102945.

Rozenn Perrigot. Social relationships and communication as key characteristics of social franchising in Africa. *International Journal of Retail and Distribution Management*, Emerald, 2021,

Rozenn Perrigot, Anna Watson, Olufunmilola (lola) Dada. Sustainability and green practices: the role of stakeholder power in fast-food franchise chains. *International Journal of Contemporary Hospitality Management*, Emerald, 2021, 33 (10), pp.3442-3464.

Rozenn Perrigot, Begona López-Fernández, Guy Basset. Conflict management capabilities in franchising. *Journal of Retailing and Consumer Services*, Elsevier, 2021, 63, pp.102694.

Rozenn Perrigot, Begona López-Fernández, Guy Basset. "Conflict-performance assumption" or "performance-conflict assumption": Insights from franchising. *Journal of Retailing and Consumer Services*, Elsevier, 2020, 55,

A. Watson, O. Dada, B. López-Fernández, Rozenn Perrigot. The influence of entrepreneurial personality on franchisee performance: A cross-cultural analysis. *International Small Business Journal*, SAGE Publications, 2020, 38 (7), pp.605-628.

Komlanvi Elom Gbetchi, Rozenn Perrigot. Une stratégie multicanale impliquant le commerce ambulante et le commerce en supermarchés/hypermarchés en Afrique de l'Ouest : Étude du cas Fan Milk. *Systèmes alimentaires / Food Systems*, Classiques Garnier, 2020, Systèmes alimentaires / Food Systems 2020, n° 5, 2020 (n° 5), pp.111-131.

Brinja Meiseberg, Rozenn Perrigot. Pricing-based practices, conflicts and performance in franchising. *European Management Journal*, Elsevier, 2020, 38 (6), pp.939-955.

Rozenn Perrigot, Begoña López-Fernández, Guy Basset, Olivier Herrbach. Resale pricing as part of franchisor know-how. *Journal of Business and Industrial Marketing*, Emerald, 2020, 35 (4), pp.685-698.

Rozenn Perrigot, Guy Basset, Begona López-Fernández, Anna Watson. Resale prices in franchising: A lawyer perspective. *International Journal of Franchising Law*, 2019, 17 (1), pp.3-14.

Rozenn Perrigot, Andrew Terry, Cary Di Lernia. Good faith in franchising: The perceptions of franchisees, franchisors and their lawyers in the French context. *International Journal of Retail and Distribution Management*, Emerald, 2019, 47 (3), pp.246-261.

Anna Watson, O. Lola Dada, Olufunmilola (lola) Dada, Owen Wright, Rozenn Perrigot. Entrepreneurial orientation rhetoric in franchise organizations: The impact of national culture.

Entrepreneurship Theory and Practice, Wiley, 2019, 43 (4), pp.751-772.

Karine Picot-Coupey, Elodie Huré, Aurélia Michaud-Trévinat, Rozenn Perrigot. Commerce Omnicanal : vers quels dispositifs de maillage entre points de contact ?. Retailing

Guy Basset, Rozenn Perrigot, Gérard Cliquet. Franchisees Facing Online Sales in a European Legal Context. James Langenfeld; Edwin Galeano. Healthcare Antitrust, Settlements, and the Federal Trade Commission, 28, Emerald Publishing Limited, pp.375 - 399, 2018, 978-1-78756-600-2.

Rozenn Perrigot. Retailing et localisation : Une approche multidisciplinaire. Presses de L'Université de Provence, pp.354, 2018, 979-1032001479.

Brinja Meiseberg, Rozenn Perrigot. Linkages between pricing practices in franchise chains and franchisor-, franchisee- and system-level-outcomes. Small Business Economics, Springer Verlag, In press.

Rozenn Perrigot, Guy Basset, Begona López-Fernández, Anna Watson. Know-how in franchise chains: a literature review and interviews with lawyers. International Journal of Franchising Law, 2018, 16 (5), pp.9-28.

Rozenn Perrigot. Franchising in the healthcare sector: The case of Child and Family Wellness clinics in Kenya. Journal of Retailing and Consumer Services, Elsevier, 2018, 41, pp.227-238.

Guy Basset, Gérard Cliquet, Rozenn Perrigot. Les organisations dans le retail. Retailing, Dunod, pp.49-68, 2018, 9782100778232.

Begoña López-Fernández, Rozenn Perrigot. Using Websites to Recruit Franchisee Candidates. Journal of Interactive Marketing, Elsevier, 2018, 42, pp.80 - 94.

Rozenn Perrigot, Guy Basset. Resale pricing in franchised stores: A franchisor perspective. Journal of Retailing and Consumer Services, Elsevier, 2018, 43, pp.209-217.

Brinja Meiseberg, Karim Mignonac, Rozenn Perrigot, Assâad El Akremi. Performance implications of centrality in franchisee advice networks. Managerial and Decision Economics, Wiley, 2017, 38, pp.1227-1236.

Andrew Terry, Cary Di Lernia, Rozenn Perrigot. The obligation of good faith and its role in franchise regulation. Frank Hoy, Rozenn Perrigot, Andrew Terry. Handbook of Research on Franchising, Edward Elgar, pp.169-192, 2017, 9781785364174.

Fabrice Cassou, Gérard Cliquet, Rozenn Perrigot. Uniformity in Collective Entrepreneurship: The Case of Food Retail Cooperatives in France. Hendrikse G., Cliquet G., Ehrmann T., Windsperger J. Management and Governance of Networks. Contributions to Management Science, Springer,

pp.193-211, 2017, 978-3-319-57275-8.

Muhammad Akib Warraich, Rozenn Perrigot. Franchising in the education sector: How do Pakistani customers perceive this new phenomenon?. Hendrikse, G.W.J., Cliquet, G., Ehrmann, Th., Windsperger, J. Management and Governance of Networks. Contributions to Management Science, Springer, pp.91-108, 2017, 978-3-319-57275-8.

Rozenn Perrigot, Olivier Herrbach, Gérard Cliquet, Guy Basset. Know-how transfer mechanisms in franchise networks: a study of franchisee perceptions. Knowledge Management Research and Practice, Palgrave Macmillan, 2017, 15 (2), pp.272 - 281.

Francine Lafontaine, Rozenn Perrigot, Nathan E. Wilson. The Quality of Institutions and Organizational Form Decisions: Evidence from Within the Firm. Journal of Economics

Frank Hoy, Rozenn Perrigot, Andrew Terry. Handbook of Research on Franchising. Edward Elgar Publishing, pp.640, 2017, 978-1785364174.

Rozenn Perrigot. An exploration of franchising in Africa. Frank Hoy, Rozenn Perrigot, Andrew Terry. Handbook of Research on Franchising. Research Handbooks in Business and Management series , Elgar, pp.515-535, 2017, 9781785364174.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. E-commerce opportunities and challenges for franchise chains. Frank Hoy, Rozenn Perrigot, Andrew Terry. Handbook of Research on Franchising. Research Handbooks in Business and Management series , Edward Elgar, pp.273-292, 2017, 9781785364174.

Thierry Pénard, Rozenn Perrigot. Online search - Online purchase in franchising: An empirical analysis of franchisor website functionality. Journal of Retailing and Consumer Services, Elsevier, 2017, 39, pp.164 - 172.

Fabrice Cassou, Gérard Cliquet, Rozenn Perrigot. L'importance de la solidarité au sein des réseaux de vente au détail : le cas du commerce coopératif et associé à dominante alimentaire. Management

Rozenn Perrigot, Guy Basset. Franchise et réglementation européenne : en toute franchise et sans concession. Presses Universitaires de Rennes. Collaborations et réseaux : approches transversales en management, pp.301-320, 2016, Le management des réseaux, 978-2-7535-4984-5.

Rozenn Perrigot, Cheryl R. Babcock. Burger King France: Acquiring the Quick Chain. [Research Report] 9B16M109, Ivey. 2016, 9 p.

Manish Kacker, Rozenn Perrigot. Retailer use of a professional social media network: Insights from franchising. Journal of Retailing and Consumer Services, Elsevier, 2016, 30, pp.222-233.

Rozenn Perrigot, Muhammad Akib Warraich. Education Franchises Growing Rapidly in Countries with Low Public Financing, Inefficient Administration. *Franchising World*, International Franchise Association, 2016, pp.43-44.

Rozenn Perrigot, Guy Basset, Brinja Meiseberg. Resale prices in franchising: insights from franchisee perspectives. *Journal of Product and Brand Management*, Emerald, 2016, 25 (7), pp.663 - 675.

Rozenn Perrigot, Dildar Hussain, Josef Windsperger. An investigation into independent small business owners' perception of franchisee relationships. *International Journal of Retail and Distribution Management*, Emerald, 2015, 43 (8), pp.693-711.

Benjamin Lawrence, Rozenn Perrigot. Influence of Organizational Form and Customer Type on Online Customer Satisfaction Ratings. *Journal of Small Business Management*, Blackwell Publishing, 2015, 53, pp.58-74.

Assâad El Akremi, Rozenn Perrigot, Isabelle Piot-Lepetit. Examining the drivers for franchised chains performance through the lens of the dynamic capabilities approach. *Journal of Small Business Management*, Blackwell Publishing, 2015, 53 (1), pp.145-165.

Guy Basset, Rozenn Perrigot. Franchisees' Resale Price Policy Facing Legal, Contractual and Professional Constraints: Insights from European and French Perspectives. *Research in Law and Economics*, 2015, 27, pp.119-142.

Rozenn Perrigot, Bruno Oxibar, Frédérique Déjean. Corporate Social Disclosure in the Franchising Sector: Insights from French Franchisors' Websites. *Journal of Small Business Management*, Blackwell Publishing, 2015, 53 (2), pp.321-339.

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Network uniformity and risk of reclassification of the franchise contract. *International Journal of Retail and Distribution Management*, Emerald, 2014, 42 (10), pp.884-901.

Isabelle Piot-Lepetit, Rozenn Perrigot, Gérard Cliquet. Impact of the industry on franchise chain efficiency: a meta-DEA and context-dependent DEA approach. *Journal of the Operational Research Society*, Palgrave Macmillan, 2014, 65 (11), pp.1692-1699.

Rozenn Perrigot. Créer son emploi via la franchise : des perspectives qui dépendent de chacun. *L'officiel de la franchise*, COURRIER CADRES, 2014, 147, pp.15.

Isabelle Piot-Lepetit, Rozenn Perrigot, Gérard Cliquet. Organizational form and efficiency of franchise chains. *International Journal of Retail and Distribution Management*, Emerald, 2014, 42 (7), pp.671-684.

Renata Kosova, Francine Lafontaine, Rozenn Perrigot. Organizational Form and Performance: Evidence from the Hotel Industry. *Review of Economics and Statistics*, Massachusetts Institute of Technology Press (MIT Press), 2013, 95 (4), pp.1303-1323.

Dildar Hussain, Rozenn Perrigot, Karim Mignonac, Asâad El Akremi, Olivier Herrbach. Determinants of multi-unit franchising: an organizational economics framework. *Managerial and Decision Economics*, Wiley, 2013, pp.161-169.

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Uniformity in franchising: a case study of a french franchise network with several franchisees having their own website. *Journal of Marketing Channels*, Taylor

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Franchisees' Websites and Concept Uniformity: A New Challenge for Franchisors. *Network Governance - Alliances, Cooperatives and Franchise Chains*, Springer, pp.231-254, 2013, Contributions to Management Science, 978-3-7908-2867-2.

Gurvan Branellec, Rozenn Perrigot. Franchise et e-commerce: une approche droit-marketing des problématiques liées à l'exclusivité territoriale. *Décisions Marketing*, Association Française du Marketing, 2013, pp.31-44.

Rozenn Perrigot, Begona López-Fernández, S. Eroglu. Intangible Resources and Plural Form as Drivers of Franchise Internationalization: Examination within a Two-Country Perspective. *Journal of Small Business Management*, Blackwell Publishing, 2013, 51 (4), pp.557-577.

Gérard Cliquet, Rozenn Perrigot, Karine Picot-Coupey. La franchise : enjeux et perspectives. F. Moraux, L. Bironneau. *Recherches et innovations en sciences de gestion*, Presses universitaires de Rennes, pp.203-219, 2013, Des sociétés.

Karine Picot-Coupey, Guy Basset, Rozenn Perrigot, Christine Gonzalez, Gérard Cliquet. Perspectives sur les tendances de la grande distribution en France. F. Moraux, L. Bironneau. *Recherches et innovations en sciences de gestion*, Presses universitaires de Rennes, pp.239-257, 2013, Des sociétés.

Karim Mignonac, Christian Vandenberghe, Rozenn Perrigot, Asâad El Akremi, Olivier Herrbach. A multi-study investigation of outcomes of franchisees' affective commitment to their franchise organization. *Entrepreneurship Theory and Practice*, Wiley, 2013, 39 (3), pp.461-488.

Rozenn Perrigot, Thierry Pénard. Determinants of e-commerce strategy in franchising: a resource-based view. *International Journal of Electronic Commerce*, Taylor

Rozenn Perrigot, Benjamin Lawrence. The influence of organizational form and customer type on online customer satisfaction ratings. *Séminaire M@rsouin : mesure*



Gérard Cliquet, Rozenn Perrigot, Guy Basset. 50 ans de grandes surfaces en France : et maintenant ?. XVIème colloque Etienne Thil, Oct 2013, Paris, France.

Rozenn Perrigot, Manish Kacker, Guy Basset, Gérard Cliquet. Antecedents of early adoption and use of social media networks for stakeholder communications: Evidence from franchising. 25th Annual International Society of Franchising Conference, Jun 2011, Boston, United States. pp.539-565,

Rozenn Perrigot, Manish Kacker, Guy Basset, Gérard Cliquet. Antecedents of early adoption and use of social networks for stakeholder communications: Evidence from franchising. Journal of Small Business Management, Blackwell Publishing, 2012, pp.539-565.

Rajiv P. Dant, Rozenn Perrigot, Gérard Cliquet. Vencendo as Fronteiras Territoriais: Analise Comparada do Mix Contratual no Franchising Americano, Frances e Brasileiro. V. L. Dos Santos Silva P. F. De Azevedo. Teoria e Pratica do Franchising, Estrategia e Organizacao de Redes de Franquias, ATLAS, pp.156-189, 2012, 9788522468980.

Rozenn Perrigot, Olivier Herrbach. The plural form from the inside A study of franchisee perception of company-owned outlets within their network. International Journal of Retail and Distribution Management, Emerald, 2012, 40 (7), pp.544-563.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. Multi-channel communication: the case of Subway attracting new franchisees in France. International Journal of Retail and Distribution Management, Emerald, 2011, 39 (6), pp.434-455.

Assâad El Akremi, Mignonac Karim.Mignonac@ut-Capitole.Fr Karim, Rozenn Perrigot. Opportunistic behaviors in franchise chains: the role of cohesion among franchisees. Strategic Management Journal, Wiley, 2011, 32 (9), pp.930-948.

Rozenn Perrigot, Olivier Herrbach, Assâad El Akremi. L'impact de la mixité sur la maîtrise des savoir-faire organisationnels des franchiseurs. Economies et Sociétés - série Dynamique technologique et organisation, 2011, 45 (6), pp.1007-1023.

Ilan Alon, Gérard Cliquet, Matthew C. Mitchell, Rozenn Perrigot. International franchising at Best Western. Ilan ALON. Franchising globally. Innovation, learning and imitation, Palgrave Macmillan, pp.193-210, 2010.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. THE SIMULTANEOUS USE OF VARIOUS COMMUNICATION MEANS BY FRANCHISORS: INSIGHTS FROM THE SUBWAY CASE. 2010 ISoF Conference, Jun 2010, SYDNEY, Australia. 18 p.

Rozenn Perrigot, Gérard Cliquet, Isabelle Piot-Lepetit. Plural form chain and efficiency: Insights from the French hotel chains and the DEA methodology. European Management Journal, Elsevier, 2009, pp.268-280.

Gérard Cliquet, Karine Picot-Coupey, Guy Basset, Rozenn Perrigot. Retailing in France: Overview and Key Trends / What's up?. European Retailing Research, 2009, pp.177-206.

Rozenn Perrigot. Franchise et efficience : Application de la méthode DEA aux hôtels franchisés et succursalistes d'un réseau mixte. Management

N. Wilson, F. Lafontaine, Rozenn Perrigot. The Effect of Regulatory Uncertainty on Organizational Form Decisions: Evidence from Within the Firm. 23rd Annual International Society of Franchising Conference, Feb 2009, San Diego, United States. 22 p.

Rozenn Perrigot, S. Eroglu. Internationalization, Plural Form and Risk in Franchising: A Bi-Country Analysis of U.S. and French Networks. 23rd Annual International Society of Franchising Conference, Feb 2009, San Diego, United States. 18 p.

El-Akreimi A. Mignonac K., Rozenn Perrigot. Deviation from Standards and Information Withholding in Franchising Firms: The Role of Perceived Task Cohesion. 23rd Annual International Society of Franchising Conference, Feb 2009, San Diego, United States. 17 p.

Rozenn Perrigot. Plural form networks from inside: A study of the franchisees perceptions about the existence of company-owned units within their network. 16th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS), Jul 2009, Niagara Falls, Canada. 19 p.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. communication of the franchisors towards the prospective franchisees: the case of subway. 2009 EMNET Conference, Sep 2009, Sarajevo, Bosnia and Herzegovina. 24 p.

Rozenn Perrigot. Plural form and performance: Some preliminary evidence from US franchising networks. International Conference on Economics and Management of Networks (EMNet), Sep 2009, Sarajevo, Bosnia and Herzegovina. 20 p.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. Innovative ways to attract prospective franchisees : Some insights from French franchisors' practices. International Conference on Economics and Management of Networks (EMNet), Sep 2009, Sarajevo, Bosnia and Herzegovina. 17 p.

Rozenn Perrigot. Plural form and the internationalization of franchising networks: exploring the potential relationship. G. Hendrikse, M. Tuunanen, J. Windsperger, G. Cliquet. Strategy and governance of networks, Physica-Verlag, pp.147-164, 2008, Contributions to management science.

Gérard Cliquet, Karine Picot-Coupey, Guy Basset, Rozenn Perrigot. Retailing in France: Overview and Key Trends: What's up?., European Retail Research, 2008, pp.177-206.

Rozenn Perrigot. La pérennité des réseaux de points de vente : une approche par l'écologie des

populations et les analyses de survie. Recherche et Applications en Marketing (French Edition), SAGE Publications, 2008, 23 (1), pp.21-37.

Rozenn Perrigot, C. Barros Pestana. Technical efficiency of French retailers. Journal of Retailing and Consumer Services, Elsevier, 2008, pp.296-305.

Rajiv P. Dant, Rozenn Perrigot, Gérard Cliquet. A cross-cultural comparison of the plural forms in franchise networks : United States, France, and Brazil. Journal of Small Business Management, Blackwell Publishing, 2008, 46 (2), pp.286-311.

Rozenn Perrigot. Innovation in Franchising: Some illustrations from the French franchising chains. 7TH INTERNATIONAL CONGRESS, MARKETING TRENDS, Jan 2008, Venise, Italy. 24 p.

Gérard Cliquet, Véronique Des Garets, Guy Basset, Rozenn Perrigot. 50 ans de grandes surfaces en France :entre croissance débridée et contraintes légales. 7TH INTERNATIONAL CONGRESS, MARKETING TRENDS, Jan 2008, Venise, Italie. 26 p.

Rozenn Perrigot. The Impact of Having Both Franchised Stores and Company-owned Stores Within a Same Network on the Internationalization - Empirical Results from the us and French Franchising Networks,. Annual Meeting of the Northeast Decision Sciences Institute,, Mar 2008, New York, United States. 21 p.

R. Kosova, F. Lafontaine, Rozenn Perrigot. Organizational Form and Performance: Evidence from the Hotel Industry,. International Society of Franchising Conference,, Jun 2008, Saint Malo, France. 19 p.

Guy Basset, Gérard Cliquet, Rozenn Perrigot. Fifty Years Of Non-Specialized Retailing In France: A Focus On The Evolution Of Hypermarkets, Supermarkets And Hard-Discount Stores. 15th International Conference on Recent Advances in Retailing and Consumer Services Science, Jul 2008, Zagreb, Croatia. 20 p.

El-Akremit A. Mignonac K., Rozenn Perrigot. Perceived Cohesion and Opportunistic Behaviors: Evidence from Franchised Chains. Academy of Management Annual Meeting,, Aug 2008, Anaheim, United States. 21 p.

C. Barros Pestana, Rozenn Perrigot. Analysing technical and allocative efficiency in the French grocery retailing industry. The International Review of Retail, Distribution and Consumer Research, 2008, 18 (4), pp.361-380.

Gérard Cliquet, Rozenn Perrigot. Location and marketing strategies in the hotel industry: An empirical observation of the existing links. 26th Conference of the European Federation of the International Council on Hotel, Restaurant,

Rozenn Perrigot, Gérard Cliquet. Existence of the plural form within franchised networks: some early results evidence from the US and French markets. *Economics And Management of Networks: Franchising, Strategic Alliances, And Cooperatives*, Physica Verlag, pp.51-68, 2007.

Rozenn Perrigot. Efficiency Within a Plural Form Network: A DEA Application to Franchised Hotels and Company-Owned Hotels. Feb 2007, 31 p.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. Does the Retailing Wheel Still Work ? The Case of the Hard Discount Stores in France,. 14th EAERCDC Conference, Jun 2007, Saarbrücken, Germany. pp.12.

Rozenn Perrigot. The influence of the plural form on internationalization Evidence from the US and French franchising networks. Special Retail Symposium Tenth Annual Retail Strategy and Patronage Behavior Research Seminar, Society for Marketing Advances Conference, Nov 2007, San Antonio, Texas, United States. 30 p.

Gérard Cliquet, Rozenn Perrigot, Irene Gil Saura. El futuro de los hipermercados en España: ¿Qué aprender de la experiencia francesa?. *Información Comercial Española-Revista de Economía*, 2006, pp.35-52.

Gérard Cliquet, Rozenn Perrigot. Hypermarket Format: Any Future or a Real Need to Be Changed? An Empirical Study of the French, Spanish and Italian markets.. Proceedings of the 5th International Marketing Trends Congress, Jan 2006, pp.19.

Rozenn Perrigot. Services Vs. Retail Networks: Are There Any Differences? An Empirical Look At The French Franchised Networks. Proceedings of the 20th Annual International Society of Franchising Conference, Feb 2006, pp.22.

Rozenn Perrigot, Gérard Cliquet, Rajiv P. Dant. Incidence of Plural Forms in Franchise Networks: Exploratory Comparative Empirical Insights from USA, France, and Brazil. Proceedings of the 20th Annual International Society of Franchising Conference, Feb 2006, pp.26.

Guy Basset, Gérard Cliquet, Rozenn Perrigot. Neo-Darwinism and the evolution of the Retail institutions. 13th International EIRASS Conference on Recent Advances in Retailing and Services Science, Jul 2006, pp.20.

Rozenn Perrigot. Services vs retail chains: are there any differences ? : Evidence from the French franchising industry. *International Journal of Retail and Distribution Management*, Emerald, 2006, 34 (12), pp. 918-930.

Gérard Cliquet, Rozenn Perrigot, Ilan Alon. The Internationalization of French and American franchisors in the hotel sector. *Sasin Journal of Management*, 2005, 10 (1), pp.4-18.

Gérard Cliquet, Rozenn Perrigot. French Hypermarket History and Future with Issues for American Supercenters. Proceedings of the 12th Conference on Historical Analysis and Research in Marketing (CHARM), Apr 2005, pp.14.

Rozenn Perrigot, Gérard Cliquet. Location and marketing strategies: an empirical observation in the hotel industry. Proceedings of the 19th International Society Of Franchising Conference, May 2005, pp.37.

Rozenn Perrigot. Autour du concept de survie. P. Robert-Demontrond. L'importation de concepts, Apogée, pp.173-194, 2005.

Rozenn Perrigot. The internationalization of the French franchising chains in the retailing sector. Proceedings of the 13th International Conference on Research in the Distributive Trades at School of Economics and Management, Jun 2005, pp.15.

Guy Basset, Gérard Cliquet, Rozenn Perrigot. The hard discount chains development in France : an irresistible rise ?. Proceedings of the 12th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS), Jul 2005, pp.24.

Rozenn Perrigot. Plural Form Networks: Evidence from a Multi-Countries Empirical Study. Proceedings of the International Conference on Economics and Management of Networks - EMNet, Special Topics: Franchising Networks, Cooperative Networks, Joint Ventures, and Strategic Alliances, Sep 2005, pp.16.

C. Barros Pestana, Rozenn Perrigot. Franchising and Efficiency: a DEA Application to US Networks. Proceedings of the International Conference on Economics and Management of Networks - EMNet, Special Topics: Franchising Networks, Cooperative Networks, Joint Ventures, and Strategic Alliances, Sep 2005, pp.22.

Rozenn Perrigot. Facing the Differences between Franchising and Company Ownership. An Empirical Investigation of a French Hotel Chain. Proceedings of the 23rd conference of The European Federation of the International Council on Hotel, Restaurant, and Institutional Education, Oct 2005, pp.8.

Rozenn Perrigot, Gérard Cliquet, M. Mesbah. Possible applications of survival analysis in franchising research. International Review of Retail, Distribution and Consumer Research, Taylor

Ilan Alon, Gérard Cliquet, Rozenn Perrigot. Affiliated networks : the case of Best Western internationalization. Journal of International Business and Entrepreneurship development, 2004, 2 (1), pp. 78-87.

Rozenn Perrigot, Gérard Cliquet. Survival of franchising networks in France from 1992 to 2002. 18th Annual Conference of ISOF, Mar 2004, Las Vegas, United States.

Rozenn Perrigot, B. Ghedira. The importance of laws in the development of franchise business in emerging markets : the Tunisian case. 18th Annual Conference of ISOF, Mar 2004, Las Vegas, United States. 23 p.

Rozenn Perrigot. Le choix des réseaux de points de vente : une approche par l'écologie des populations et les analyses de survie : thèse de doctorat de l'Université de Rennes 1, mention sciences de gestion, sous la direction du Pr. G. CLIQUET. 2004.

Rozenn Perrigot, Gérard Cliquet. Survival analysis along a hotel chain classification in France. Influence of network managerial form and nationality on the fall in the classification. Welsh D., Alon I. International Franchising in Development Markets: Western

Gérard Cliquet, Rozenn Perrigot. Plural form development in the French franchised networks.. Alon I., Welsh D., International Franchising in Industrialized Markets: Western

Rozenn Perrigot, I. Alon. Marks

Rozenn Perrigot, Gérard Cliquet. The importance of time management for the performance of franchising networks. Cliquet G., Hendrikse G., Tuunanen M., Windsperger J. Economics and Management of Franchising Networks, Springer, pp.211-222, 2003, Physica.

Rozenn Perrigot, B. Lopez Fernandez. Fast food chains in Europe : the cases of France and Spain. 17th annual International Society of Franchising (ISOF) Conference, Feb 2003, San Antonio, Texas, 21 p.

Gérard Cliquet, Rozenn Perrigot. The efficiency of French franchised hotel networks : a DEA application. 17th annual International Society of Franchising (ISOF) Conference, Feb 2003, San Antonio, Texas, 26 p.

Rozenn Perrigot. Mixité et survie : une étude des réseaux de franchise présents en France entre 1982 et 2001. Congrès International de l'AFM 2003, May 2003, Tunis, pp.623-639.

Gérard Cliquet, Rozenn Perrigot, I. Alon. Affiliated networks : the case of best Western internationalisation. International Conference on Economics and Management of Networks. Special Topic: FRANCHISING NETWORKS, Jun 2003, Vienne, Austria. 21 p.

Rozenn Perrigot, Gérard Cliquet. Importance of time management for franchisors and franchisees. International Conference on Economics and Management of Networks. Special Topic: FRANCHISING NETWORKS, Jun 2003, Vienne, Austria.

Rozenn Perrigot. La pluralité des formes statutaires au sein d'un réseau de points de vente : une application à la survie des chaînes de pizza en France entre 1987 et 2001. Sciences de Gestion et Pratiques managériales, Economica, pp.133-143, 2002, Gestion.

## Direction de thèses

Social Franchising in emerging Markets: A multi-perspective approach in the Education Sector of Pakistan

Doctorant : WARRAICH Muhammad Akib

Date de soutenance : 20/10/2017

Les réseaux de points de vente face au défi de l'uniformité du concept : le cas du commerce coopératif et associé

Doctorant : CASSOU Fabrice

Date de soutenance : 05/12/2016