

Rozenn PERRIGOT

Maître de conférences – Habilitée à Diriger des Recherches

Bénéficiaire de la Prime d'Excellence Scientifique (depuis 2009).

Habilitée à Diriger des Recherches (depuis 2012).

Qualifiée aux fonctions de Professeur des Universités (depuis 2015).

Intervenant vacataire, Faculté des Sciences Economiques – Université de Rennes 1 (depuis 2007).

Créatrice et Titulaire de la Chaire Franchise & Commerce en Réseau, Institut d'Administration des Entreprises de Rennes (IGR-IAE Rennes) – Université de Rennes 1 (depuis 2013).

Directrice de l'axe Marketing et Management, Centre de Recherche en Economie et Management (CREM UMR CNRS 6211) – Université de Rennes 1 (depuis 2013).

Coordinatrice du Développement International, Centre de Recherche en Economie et Management (CREM UMR CNRS 6211) – Université de Rennes 1 (depuis 2012).

Vice-Présidente du Conseil Scientifique, Institut d'Administration des Entreprises de Rennes (IGR-IAE Rennes) – Université de Rennes 1 (depuis 2013 ; membre depuis 2012).

Organisatrice des Séminaires Franchise & Commerce en Réseau, Centre de Recherche en Economie et Management (CREM UMR CNRS 6211) et Chaire Franchise & Commerce en Réseau – Université de Rennes 1 (depuis 2013).

Laboratoire : Centre Recherche en Economie et Management (CREM UMR CNRS 6211)

Domaines de recherche et d'enseignement : Franchise et commerce en réseau via différentes approches managériales (comportement organisationnel, entrepreneuriat, management, marketing, stratégie ...), économiques (économie industrielle, économie digitale ...) et juridiques (droit de la concurrence, droit des contrats ...).

Ouvrages / Chapitres d'ouvrages

- Gérard CLIQUET, Rozenn PERRIGOT, Karine PICOT-COUCPEY , La franchise : enjeux et perspectives , 2013, pages pp. 203-220,
- Gérard CLIQUET, Christine GONZALEZ, Rozenn PERRIGOT, Karine PICOT-COUCPEY , Perspectives sur les tendances de la grande distribution en France , 2013, pages pp. 239-258,
- Gérard CLIQUET, Rozenn PERRIGOT, Vencendo as fronteiras territoriais: Análise comparada do mix contratual no franchising americano, francês e brasileiro, 2012,
- Gérard CLIQUET, Rozenn PERRIGO , International franchising at Best Western, 2010,

Articles dans des revues classées

- Resale Prices in Franchising: Insights from Franchisee Perspectives, Journal of Product and Brand Management , A paraître, [CNRS 4]
- Retailer Use of a Professional Social Media Network: Insights from Franchising, Journal of Retailing and Consumer Services, 2016, [CNRS 3]

- A multi-study investigation of outcomes of franchisees' affective commitment to their franchise organization, *Entrepreneurship Theory and Practice*, 2015, mai, pages 461–488, [CNRS 1 / AERES] Voir le lien
- Examining the drivers for franchised chains performance through the lens of the dynamic capabilities approach, *Journal of Small Business Management*, 2015, Janvier, pages Pages 145–165, [CNRS 2 /AERES] Voir le lien
- Corporate Social Disclosure in the franchising sector: Insights from French franchisors' websites, *Journal of Small Business Management*, 2015, avril, pages 321-339, [CNRS 2 /AERES]
- The influence of organizational form and customer type on online customer satisfaction ratings, *Journal of Small Business Management*, 2015 Novembre, pages 58-74, [CNRS 2 /AERES]
- An Investigation into Independent Small Business Owners' Perception of Franchisee Relationships, *International Journal of Retail & Distribution Management*, 2015, pages 693-711, [CNRS 3]
- Resale Prices in Franchising: Insights from Franchisee Perspectives, *Journal of Product and Brand Management* , A paraître, [CNRS 4]
- Retailer Use of a Professional Social Media Network: Insights from Franchising, *Journal of Retailing and Consumer Services*, 2016, [CNRS 3]
- A multi-study investigation of outcomes of franchisees' affective commitment to their franchise organization, *Entrepreneurship Theory and Practice*, 2015, mai, pages 461–488, [CNRS 1 / AERES] Voir le lien
- Examining the drivers for franchised chains performance through the lens of the dynamic capabilities approach, *Journal of Small Business Management*, 2015, Janvier, pages Pages 145–165, [CNRS 2 /AERES] Voir le lien
- Corporate Social Disclosure in the franchising sector: Insights from French franchisors' websites, *Journal of Small Business Management*, 2015, avril, pages 321-339, [CNRS 2 /AERES]
- The influence of organizational form and customer type on online customer satisfaction ratings, *Journal of Small Business Management*, 2015 Novembre, pages 58-74, [CNRS 2 /AERES]
- An Investigation into Independent Small Business Owners' Perception of Franchisee Relationships, *International Journal of Retail & Distribution Management*, 2015, pages 693-711, [CNRS 3]
- Influence of Organizational Form and Customer Type on Online Customer Satisfaction Ratings, *Journal of Small Business Management*, 2015, pages 58-74, [CNRS 2]
- Gérard CLIQUET, Rozenn PERRIGOT, Network uniformity and risk of reclassification of the franchise contract, *International Journal of Retail & Distribution Management*, 2014 Septembre, pages 884 - 901, [CNRS 3 - AERES B - FNEGE 3]
- Gérard CLIQUET, Rozenn PERRIGOT, Organizational form and efficiency of franchise chain, *International Journal of Retail & Distribution Management*, 2014, pages pp 671 - 684, [CNRS 3]
- Organizational Form and Performance: Evidence from the Hotel Industry, *Review of Economics and Statistics*, 2013, octobre, pages pp 1303–1323, [CNRS 1 /AERES]
- Intangible resources and plural form as drivers of franchise internationalization: Examination within a two-country perspective, *Journal of Small Business Management*, 2013 octobre, pages 557-577, [CNRS 2 /AERES]
- Franchise et e-commerce : une approche Droit-Marketing des problématiques liées à l'exclusivité territoriale, *Décisions Marketing*, 2013 juillet, pages 31-44, [CNRS 4 / AERES]
- Determinants of Multi-unit Franchising: An Organizational Economics Framework, *Managerial and Decision Economics*, 2013 avril, pages 161–169, [CNRS 3/AERES]

- Determinants of E-commerce Strategy in Franchising: A Resource-Based View, *International Journal of Electronic Commerce*, 2013, pages pp. 109–130, [CNRS 2, AERES]
- Gérard CLIQUET, Rozenn PERRIGOT, Impact of the industry on franchise chain efficiency: a meta-DEA and context-dependent DEA approach, *Journal of the Operational Research Society*, 2013, pages pp 1692-1699, [CNRS 2]
- Gérard CLIQUET, Rozenn PERRIGOT, Antecedents of early adoption and use of social networks for stakeholder communications: Evidence from franchising, *Journal of Small Business Management*, 2012, pages 539–565, [CNRS 2 / AERES]
- The plural form from the inside: A study of franchisees’ perceptions about the existence of company-owned outlets within their network, *International Journal of Retail and Distribution Management*, 2012, pages 544-563, [CNRS 3 / AERES]
- Gérard CLIQUET, Rozenn PERRIGOT, Multi-channel communication: the case of Subway attracting new franchisees in France, *International Journal of Retail and Distribution Management*, 2011, pages 434-455, [CNRS 3 / AERES]
- L’impact de la mixité sur la maîtrise des savoir-faire organisationnels des franchiseurs, *Revue Economies et Sociétés*, 2011, pages 1007-1024, [CNRS 4, AERES B]
- Opportunistic behaviors in franchise chains: The role of cohesion among franchisees, *Strategic Management Journal*, 2011, pages 930-948, [CNRS 1 / AERES]
- Gérard CLIQUET, Rozenn PERRIGOT , Uniformity in Franchising: A Case Study of a French Franchise Network With Several Franchisees Having Their Own Website, *Journal of Marketing Channels*, 2013, pages 99-119,