



Revisiter les facteurs clés d'une relation franchiseur-franchisé réussie

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Authors: Boulay (Jacques), Chanut (Odile)

Abstract: The objective of this paper is to answer the question: how can the franchisor-franchisee relationship be better managed? To this end, a new perspective is offered. Scientific research has mainly focused on the link between the management of the franchise relationship and performance. More than 40 empirical studies have been published on the subject in the last dozen years. In this issue of *Debates and Viewpoints*, however, a new perspective is proposed on the management of the franchisor-franchisee relationship, specifically regarding the notions of transformational and responsible leadership, personalization of the customer relationship, empowerment, and risk-management strategy. These managerial orientations could help franchisors to revisit the key factors of a successful franchisor-franchisee relationship.

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