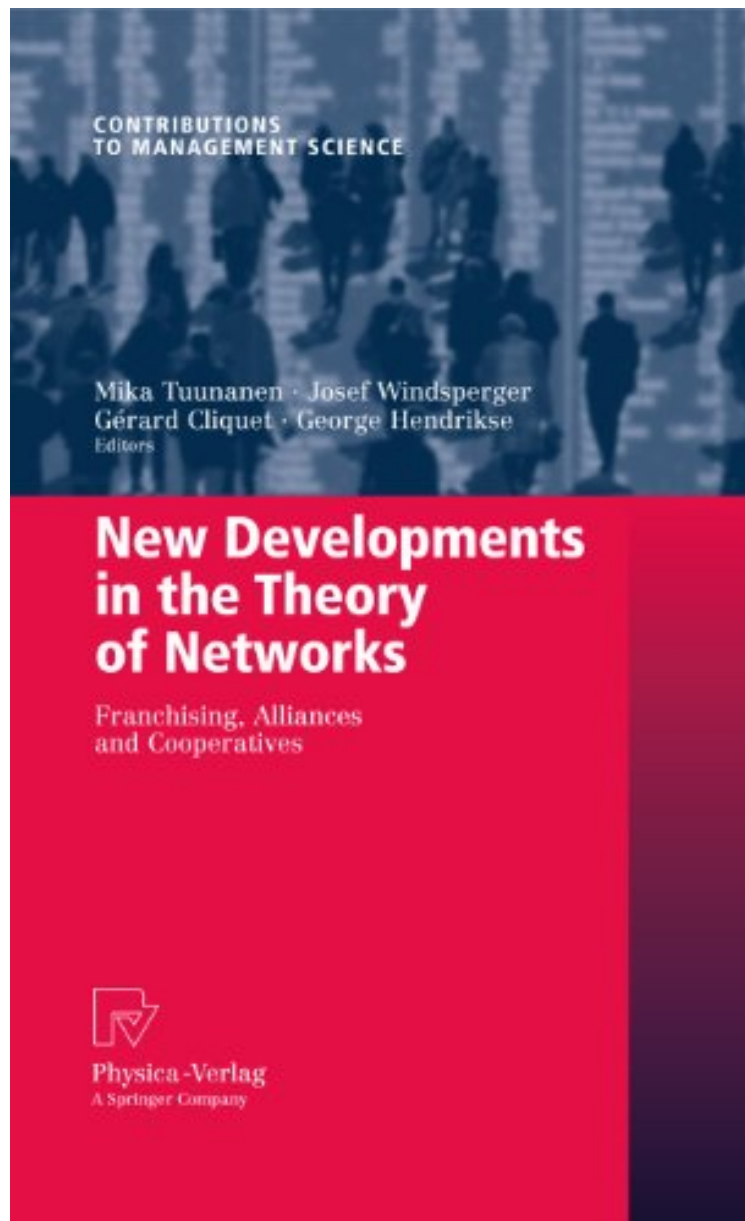


(Mobile library) New Developments in the Theory of Networks: Franchising, Alliances and Cooperatives
(Contributions to Management Science)

New Developments in the Theory of Networks: Franchising, Alliances and Cooperatives (Contributions to Management Science)

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The theory of networks aims at developing theoretical views on the design and management of alliances, franchise chains, licensing, joint ventures, cooperatives, and venture capital relations. The current trend in economics and management of networks is twofold: First there is a strong tendency toward application of theoretical approaches developed both in organizational economics, strategic management and organization theory. The second trend refers to the development of more integrative views on networks. Especially, combining organizational economics, strategic management and relational views on networks are very promising research directions. Starting from this status of research, the current book emphasizes network research as a theory-driven field by offering new perspectives on contract design, decision and ownership rights, value creation, knowledge management and the role of social capital in franchising networks, alliances and cooperatives.

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About the Author
Mika Tuunanen, Research focus: Franchising and Entrepreneurship, Professor at the School of Business and Economics, University of Jyväskylä, Finland
Josef Windsperger, Research focus: Networks and Theory of the Firm, Professor of Organization and Management at the Center of Business Studies, University of Vienna, Austria
Gerard Cliquet, Research focus: Marketing, Retailing and Franchising, Professor of Business at the IGR-IAE, Université de Rennes 1, France
George Hendrikse, Research focus: Organization Economics, Cooperatives, Franchising, Professor at the Rotterdam School of Management (RSM), Erasmus University Rotterdam, The Netherlands