



Capacidades de las redes de franquicias y su influencia en la forma de gobernanza [

2021

text (article)

Analítica

Today the franchise is part of daily life for most consumers worldwide. A number of companies in different types of industries have adopted or think of franchising as a method of investing or doing business (Blair & Lafontaine, 2005). It is important to understand why so many companies that are dedicated to different economic activities have chosen the franchise format to market their products or services either within their own country or internationally. So, to understand the success of franchises, it is necessary to analyze their strategies. From the influence of authors such as Nelson & Winter (1994), Wenerfelt (1984), among others, the focus of competitive advantages shifted towards the internal aspects of a company, starting from the notion that companies are heterogeneous in their resources and capacities, competitive advantage becomes more dependent on internal exploitation. Applied to the franchise, this favored strategic management to focus on competitive advantage, giving greater importance to the role of network resources and capabilities as the fundamental basis of its governance strategy, which is what we will focus on

Today the franchise is part of daily life for most consumers worldwide. A number of companies in different types of industries have adopted or think of franchising as a method of investing or doing business (Blair & Lafontaine, 2005). It is important to understand why so many companies that are dedicated to different economic activities have chosen the franchise format to market their products or services either within their own country or internationally. So, to understand the success of franchises, it is necessary to analyze their strategies. From the influence of authors such as Nelson & Winter (1994), Wenerfelt (1984), among others, the focus of competitive advantages shifted towards the internal aspects of a company, starting from the notion that companies are heterogeneous in their resources and capacities, competitive advantage becomes more dependent on internal exploitation. Applied to the franchise, this favored strategic management to focus on competitive advantage, giving greater importance to the role of network resources and capabilities as the fundamental basis of its governance strategy, which is what we will focus on

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzQ5OTY5NDA>

Título: Capacidades de las redes de franquicias y su influencia en la forma de gobernanza electronic resource]

Editorial: 2021

Tipo Audiovisual: Capacidades dinámicas y organizativas Gobernanza relacional BMA Modelo Lineal Generalizado

Documento fuente: Cuestiones Económicas, ISSN 2697-3367, Vol. 31, Nº. 3, 2021 (Ejemplar dedicado a: Edición Especial: Memorias IV Encuentro Internacional de Economía EPN; Autor: Paúl Carrillo Maldonado), pags. 37-37

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Cuestiones Económicas, ISSN 2697-3367, Vol. 31, Nº. 3, 2021 (Ejemplar dedicado a: Edición Especial: Memorias IV Encuentro Internacional de Economía EPN; Autor: Paúl Carrillo Maldonado), pags. 37-37

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es