

Journal of Retailing

CALL FOR PAPERS

Journal of Retailing Special Issue: Franchising and Retailing

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Special Issue Co-Editors

Franchising is the world's fastest growing form of retailing. The *Journal of Retailing* is proud to announce a Special Issue focused on the broad-based theme of franchising in retail settings. In this issue, we hope to feature multidisciplinary franchising research so long as the authors can relate the manuscript to the context of retailing. Manuscripts that significantly advance the boundaries of our current knowledge of franchising, in both single-country and multi-cultural settings, are equally encouraged. The Special Issue is seeking submissions that provide new insights into franchising as a vehicle to deliver value to all retail aspects of a franchise system in the broader sense, such as retail customers, franchisees, or the broader franchisee-franchisor relationship. Topics for this Special Issue could include (but are not limited to):

- Examination of relationships critical to the retailer-franchisee beyond the common fast-food setting
- The role of franchising in shattering the glass ceilings for women and minorities
- Plural forms theory of franchising
- Cross cultural examination of the ownership redirection thesis
- Consumer research perspectives on franchise service delivery
- Incorporating personality variables into traditionally B2B oriented franchising research
- Reexamination of franchising research topics using longitudinal data
- Investigation of consolidation pressures and downsizing effects in franchise systems
- Integration and synthesis of traditional franchise theories in retail settings
- Cross cultural examination of theoretical frameworks commonly used in explaining the franchising phenomenon in the North American context (e.g., agency theory, resource dependence theory, signaling theory, transaction cost analysis, property rights theory, etc.)
- Cross country examination of the legal aspects of franchising and its impact on the evolution of franchising
- Research into the evolution and outcomes of franchise contracts and their impact on the governance of retail franchise systems

Papers should be submitted to the *Journal of Retailing* by **September 30, 2009**, with a cover letter indicating that the paper is intended for the Special Issue. See <http://ees.elsevier.com/retail/> for details of submission guidelines. However, submit the manuscript to the co-editors via email. Do **not** use the electronic submission process of the Journal.

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