

Interfirm Networks Franchising, Cooperatives and Strategic Alliances A Book Review

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1. Introduction

The objective of this work is to review the book “Interfirm Networks (Franchising, Cooperatives and Strategic Alliances)”, 978-3-319-10183-5, from Springer.

Windsperger, J., Cliquet, G., Ehrmann, Th., Hendrikse, G., Editors of this book, assume in the presentation three main achievements :



1. Help to understand and successfully design interorganizational relationships,

2. In special chapters on franchising and cooperatives explain contract design, control and incentive issues,

3. The inclusion of new results on theoretical views on interfirm networks and their application in different industries.

It is composed of fifteen chapters, tidied in three parts:

1. Interfirm Networks: An Introduction

Windsperger, Josef (et al.)

PART I-FRANCHISING NETWORKS

2. The Dynamics of Contractual Design:

Determinants of Contract Duration in Franchising Networks

Chanut, Odile (et al.)

3. Using Organizational Capability and Transaction Cost Theory to Explain Multi-unit Franchising

Hussain, Dildar (et al.)

4. Multi-unit Franchise System Performance: An Organizational Economics Analysis

Lanchimba, Cintya (et al.)

5. Effects of Evolutionary Rules on Cooperative Tendencies in Franchising Networks

Ehrmann, Thomas (et al.)

6. A Cross-National Comparison of the Role of Habit in Linkages Between Customer Satisfaction and Firm Reputation and Their Effects on Firm-Level Outcomes in Franchising

Meiseberg, Brinja (et al.)

7. Social Capital and Start-Up Performance: The Role of Customer Capital

Meiseberg, Brinja

8. The Impact of European Legislation on Franchising: A Focus on Know-How, E-Commerce and Resale Prices

Perrigot, Rozenn (et al.)

PART II-COOPERATIVES

9. Motivation Behind Members' Loyalty to Agricultural Cooperatives

Morfi, Chrysa (et al.)

10. An Empirical Analysis of Product Quality and Organizational Form

Schamel, Guenter (et al.)

11. Informing Measurement of Cooperative Performance

Franken, Jason R. V. (et al.)

PART III-STRATEGIC ALLIANCES

12. Complementarity Between Formal and Relational Governance Mechanisms Inter-organizational Networks: Combining Resource-Based and Relational Governance Perspectives

Gurcaylilar-Yenidogan, Tugba (et al.)

13. Governance Structures and Innovation: The Case of the Brazilian Coffee Roasting and Grinding Industry

Jardim, Gabriela F. (et al.)

14. Conflict Dynamics in Interfirm Relationships: An Exploratory Analysis of the Importance of Governance Mechanisms

Lengers, Jochen (et al.)

15. Cooperation and Competition in Markets with Network Externalities or Learning Curves

Morasch, Karl

which first versions were presented at the sixth international conference on Economics and Management of Networks (EMNet) located at ENCG (École Nationale de Commerce et the Gestion), University Ibn Zohr, Agadir, Morocco, from November 21 to November 23, 2013.

2. The review

Contributors, editors and authors, of this book have to be congratulated since they produced a very good text on the organization of interfirm networks - such as alliances, cooperatives, franchise and retail chains - simultaneously academically valuable and very useful for practitioners.

Since some time ago the organization on interfirm networks has become an important research topic in the field of economics, marketing, strategic management, and organization theory and it can even be said that today is trendy.

Having this in mind, editors and authors build a book that contributes to the literature on formal and informal inter-organizational governance mainly through the great variety of concepts approached and also the practical cases presented and teased. This text may even serve as a handbook in real life applications

New insights on contract design, ownership, evolution of cooperation, role of social capital and performance in franchising networks are delivered. Important subjects are not forgotten, like loyalty and reputation.

The approach to organizational form and performance of cooperatives is accomplished in a very remarkable way.

Also very important, and quite original, is the discussion of the relationship between formal and relational governance in alliances.

Governance structures of innovation activities, dynamics of interfirm conflicts, and network externalities and alliance formation are also approached.

It is a very complete work, very well written and providing a very agreeable reading, simultaneously rigorous and pedagogic, indispensable for academics and practitioners in the fields of economics, marketing and strategic management, accessible and interesting to broad crowds of readers.