

# Contents

<b>Interfirm Networks: An Introduction . . . . .</b>	<b>1</b>
Josef Windsperger, Gérard Cliquet, Thomas Ehrmann, and George Hendrikse	
<b>Part I Franchising Networks</b>	
<b>The Dynamics of Contractual Design: Determinants of Contract Duration in Franchising Networks . . . . .</b>	<b>9</b>
Odile Chanut, Magali Chaudey, Muriel Fadaïro, and Frédéric Perdreau	
<b>Using Organizational Capability and Transaction Cost Theory to Explain Multi-unit Franchising . . . . .</b>	<b>35</b>
Dildar Hussain and Josef Windsperger	
<b>Multi-unit Franchise System Performance: An Organizational Economics Analysis . . . . .</b>	<b>57</b>
Cintya Lanchimba and Josef Windsperger	
<b>Effects of Evolutionary Rules on Cooperative Tendencies in Franchising Networks . . . . .</b>	<b>77</b>
Thomas Ehrmann, Brinja Meiseberg, and Michael Kopel	
<b>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 . . . . .</b>	<b>99</b>
Brinja Meiseberg and Rajiv P. Dant	
<b>Social Capital and Start-Up Performance: The Role of Customer Capital . . . . .</b>	<b>125</b>
Brinja Meiseberg	
<b>The Impact of European Legislation on Franchising: A Focus on Know-How, E-Commerce and Resale Prices . . . . .</b>	<b>149</b>
Rozenn Perrigot and Guy Basset	

## **Part II Cooperatives**

- Motivation Behind Members' Loyalty to Agricultural Cooperatives . . .** 173  
 Chrysa Morfi, Petri Ollila, Jerker Nilsson, Li Feng,  
 and Konstantinos Karantininis
- An Empirical Analysis of Product Quality and Organizational Form . . .** 191  
 Guenter Schamel and Francisco Javier Santos-Arteaga
- Informing Measurement of Cooperative Performance . . . . .** 209  
 Jason R.V. Franken and Michael L. Cook

## **Part III Strategic Alliances**

- Complementarity Between Formal and Relational Governance  
 Mechanisms in Inter-organizational Networks: Combining  
 Resource-Based and Relational Governance Perspectives . . . . .** 229  
 Tugba Gurcaylilar-Yenidogan and Josef Windsperger
- Governance Structures and Innovation: The Case of the Brazilian  
 Coffee Roasting and Grinding Industry . . . . .** 249  
 Gabriela F. Jardim, Maria Sylvia M. Saes, and Luiz F. de Mesquita
- Conflict Dynamics in Interfirm Relationships: An Exploratory  
 Analysis of the Importance of Governance Mechanisms . . . . .** 273  
 Jochen Lengers, Rajiv P. Dant, and Brinja Meiseberg
- Cooperation and Competition in Markets with Network  
 Externalities or Learning Curves . . . . .** 299  
 Karl Morasch



<http://www.springer.com/978-3-319-10183-5>

Interfirm Networks

Franchising, Cooperatives and Strategic Alliances

Windsperger, J.; Cliquet, G.; Ehrmann, Th.; Hendrikse, G.

(Eds.)

2015, VIII, 320 p. 14 illus., Hardcover

ISBN: 978-3-319-10183-5