

# Rozenn PERRIGOT

Full Professor



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## Présentation

- Vice Dean for Research
- Founding Director of the Center for Franchise, Retail and Service Chains (Centre Franchise & Commerce en Réseau)
- Head of the “Organizations, Networks, Digital” Pole, Center for Research in Economics and Management
- Vice President of the Scientific Council, IGR-IAE Rennes

Program director:

- [Master Marketing et Vente, parcours Franchise & Commerce en Réseau](#)
- [Master Marketing – Franchising, Retail & Service Chains](#)
- [Master 2 Marketing et Vente, Parcours Franchising, Retail & Service Chains](#)

My activities related to teaching, research and administration deal with franchising, retail and service chains.

> **Laboratoire de recherche** : CREM UMR CNRS 6211

## Thèmes de recherche

My research deals with franchising, retail and service chains, with various managerial approaches (entrepreneurship, management, marketing, organizational behavior, strategy, etc.), and sometimes economic or legal approaches.

**Keywords:** Franchising, retailing, chains, Communication, conflict management, e-commerce, entrepreneurial orientation, good faith, know-how, resale prices, social entrepreneurship, waste management,

## Activités pédagogiques

- Franchising, retail and service chains
- Marketing (international marketing, market research, marketing management, service marketing, strategic marketing)
- Research methodology (qualitative, quantitative)
- Strategic management
- Management and organizational behavior

### **Other responsibilities:**

Founding Head of the Master 2 Marketing – Franchising, Retail & Service Chains