Rozenn PERRIGOT

Professeure des Universités



Présentation

- **Depuis le 13 juin 2023 : Directrice déléguée à la Recherche de l'IGR-IAE Rennes**
- **Créatrice et Directrice du Centre Franchise & Commerce en Réseau**
- **Responsable du Pôle « Organisations, Réseaux, Numérique », Centre de Recherche en Économie et Management**
- **Vice-Présidente du Conseil Scientifique de l'IGR-IAE Rennes**

Professeure à l'IGR-IAE Rennes et chercheur au CREM UMR CNRS 6211, mes activités liées à l'enseignement, la recherche et l'administration concernent la franchise et le commerce en réseau.

> Laboratoire de recherche : CREM UMR CNRS 6211

> Responsable pédagogique :

- Master 1 Marketing et Vente
- Master 2 Marketing et Vente

Recherche et entreprise

Rayonnement scientifique

Coordination de contrats de recherche

- Réglementation de la Commission Européenne, ses conséquences sur les pratiques, les conflits et la performance dans la franchise : Une approche multi-disciplinaire et internationale (2012-2016), programme de recherche sur quatre ans financé par l'Agence Nationale de la Recherche (ANR – Programme Blanc), Coordinateur Principal, avec une équipe de 22 chercheurs en Management, Droit, Economie de six pays
- L'utilisation d'Internet dans les réseaux de franchise (2015-2016), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal
- Le E-recrutement des candidats à la franchise (2014-2015), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal

- Réglementation de la Commission Européenne, ses conséquences sur l'utilisation d'Internet dans les réseaux de franchise : Un focus sur les conflits et la performance (2013-2014), programme de recherche sur un an financé par la Maison des Sciences de l'Homme en Bretagne (MSHB), Coordinateur Principal
- Prix de vente dans la franchise : pratiques et challenges (2013-2014), programme de recherche sur neuf mois financé par la Chaire Franchise & Commerce en Réseau, Coordinateur Principal
- Réglementation de la Commission Européenne, ses conséquences sur l'utilisation d'Internet dans les réseaux de franchise : Un focus sur les conflits et la performance (2012-2013), programme de recherche sur deux ans soutenu par la Maison des Sciences de l'Homme Paris Nord (MSH Paris Nord), Coordinateur Principal [soutien logistique]
- L'impact de la forme organisationnelle sur la satisfaction des clients : TripAdvisor et les hôtels franchisés et en propre d'une même chaîne hôtelière (2012-2013), programme de recherche sur un an financé par le Môle Armoricain de Recherche sur la Société de l'information et les usages d'Internet (M@rsouin), Coordinateur Principal

Awards

- Best Paper Award, 29th Annual Conference of the International Society of Franchising (ISoF), Oviedo, Espagne, 2015

Invitations à des conférences académiques

- Franchising in Africa, International Workshop on Franchising & Distribution Networks in Emerging Countries, Saint Etienne, 12-13 mai 2016
- Applying insights from business franchise research to franchises that specialize in clinical services, Séminaire du UCSF Global Health Group, University of California, San Francisco, Etats-Unis, 11 février 2015

Cas pratiques

- Rozenn Perrigot, Cheryl R. Babcock, « Burger King France: Acquiring the Quick Chain », Ivey Publishing.

Interactions avec l'environnement social, économique et culturel

Rapports de recherche

- Perrigot R., Basset G. (2015), La franchise dans le secteur des services à la personne, Chaire Franchise & Commerce en Réseau
- Perrigot R., López-Fernández B. (2015), E-recrutement des candidats à la franchise, Chaire Franchise & Commerce en Réseau
- Perrigot R., Meiseberg B. (2014), Prix de vente dans la franchise : Pratiques et challenges, Chaire Franchise & Commerce en Réseau

Articles et témoignages dans la presse

- Les PME s'engagent à leur tour dans l'aventure des chaires d'entreprise – Franchise et commerce au menu de l'IGR, site Internet Les Echos, 2 février 2015
- International : les pièges à éviter, site Internet EcoRéseau Franchise & Concept(s), 2015
- La franchise en duo, site Internet EcoRéseau Franchise & Concept(s), 2015, etc

Interventions lors de conférences professionnelles

- Creating a social franchise, International Franchise Association's Annual Convention, San Antonio, Etats-Unis, 22 février 2016
- Présentation de mes projets de recherche sur la franchise sociale en Afrique, Social Sector Task Force

Meeting, International Franchise Association's Annual Convention, San Antonio, Etats-Unis, 20 février 2016

Participation à des comités professionnels

- Membre du comité "Franchise: Les coups de cœur de L'EXPRESS – en partenariat avec l'Observatoire de la Franchise", Paris, France (depuis 2009)

Thèmes de recherche

Mes recherches concernent la franchise et le commerce en réseau, avec des approches managériales variées (comportement organisationnel, entrepreneuriat, management, marketing, stratégie, etc.), et parfois des approches économiques ou juridiques.

Mots-clés : Franchise, commerce, réseau – Bonne foi – communication – entrepreneuriat social – e-commerce – gestion des conflits – gestion des déchets – performance – orientation entrepreneuriale – prix de vente – orientation entrepreneuriale – savoir-faire …

Activités pédagogiques

Enseignements principaux

- Franchise et commerce en réseau
- Marketing (études marketing, marketing international, marketing management, marketing des services, marketing stratégique)
- Méthodologie de la recherche (qualitatif, quantitatif)
- Management stratégique
- Management et comportement organisationnel

Autres responsabilités pédagogiques

Créatrice et Responsable pédagogique du Master 2 Marketing – Franchise & Commerce en Réseau

Publications

Alessandro Feri, Julien Lachuer, Rozenn Perrigot, Anna Watson. Franchise Branding in the Fast-Food Sector: Insights from the USA and France. Springer Nature. Managing Networks in the Digital Economy, pp.239-252, 2025,

Komlanvi Elom Gbetchi, Rozenn Perrigot. The role of micro-franchising in supporting women retailers in the energy sector in sub-Saharan Africa: The case of the Mivo Energie network in Togo. Journal of retailing and consumer services, 2025, 82, pp.104091.

Nabil Khelil, Rozenn Perrigot, Anna Watson. A processual understanding of fear of failure: Insights from small-business entrepreneurs affected by a crisis. Journal of Small Business Management, 2025, pp.1-43.

Rozenn Perrigot. Franchising in the Gastronomic Sector. Springer Nature. Managing Networks in the Digital Economy, pp.253-273, 2025,

Corentin Le Bot, Rozenn Perrigot, Anna Watson, Gérard Cliquet. A dynamic integrative view of signaling strategies during the franchisee recruitment process. Industrial Marketing Management, 2025, 127, pp.133-147.

Corentin Le Bot, Rozenn Perrigot, Nicolas Sirven. The role of standardized management practices in improving quality of care: Evidence from healthcare chains. European Health Management Conference (EHMA) 2025, European Health Management Association (EHMA), Jun 2025, Rennes, France.

Corentin Le Bot, Rozenn Perrigot, Frédérique Déjean, Bruno Oxibar. Reporting ESG des groupes de la grande distribution alimentaire : focus sur l'emploi des personnes en situation de handicap. Revue de l'Organisation Responsable, 2025, 20 (3), pp.7-30.

Anna Watson, Christof Backhaus, Assâad El Akremi, Karim Mignonac, Rozenn Perrigot. Franchisee well-being: The roles of entrepreneurial identity, autonomy perceptions, and franchisor management practices. Industrial Marketing Management, 2024, 123, pp.386-399.

Evelien Croonen, Rozenn Perrigot, Eszter Gedeon, Hamid Mazloomi Khamseh. Antecedents and consequences of franchisee trust in their corporate franchise consultants. DRUID, Jun 2024, Nice, France.

Rozenn Perrigot, Komlanvi Elom Gbetchi. Social franchise chains operating in African countries: are their social goals aligned with the 2030 United Nations sustainable development goals?. International Journal of Emerging Markets, 2023, 18 (12), pp.6214-6233.

G. Basset, B. López-Fernández, R. Perrigot. When Key Elements of Franchising Become Sources of Conflicts. Contributions to Management Science, 61, Springer Science and Business Media Deutschland GmbH, pp.151-169, 2023,

Anna Watson, Rozenn Perrigot, Olufunmilola (lola) Dada. The effects of green brand image on brand loyalty: The case of mainstream fast food brands. Business Strategy and the Environment, 2023,

C. Le Bot, R. Perrigot, Gérard Cliquet. Franchise vs. Independent Retail and Service Stores: Customer Perceptions. Contributions to Management Science, Springer Science and Business Media Deutschland GmbH, pp.171-200, 2023,

Evelien Croonen, Rozenn Perrigot, Eszter Gedeon, Hamid Mazloomi Khamseh. Antecedents and consequences of franchisee trust in their corporate franchise consultants. Annual Conference of International Society of Franchising, Jun 2023, Rennes, France.

Olufunmilola (lola) Dada, Rozenn Perrigot, Anna Watson. Influential factors of pro?environmental behaviors among franchisees in the fast?food sector. Business Strategy and the Environment, 2023, Business Strategy and the Environment,

Rozenn Perrigot. Social relationships and communication as key characteristics of social franchising in Africa. International Journal of Retail and Distribution Management, 2022, 50 (5), pp.619-637.

Evelien Croonen, Hans van Der Bij, Rozenn Perrigot, Assaad El Akremi, Olivier Herrbach. Who wants to be a franchisee? Explaining individual intentions to become franchisees. International Small Business Journal, 2022, 40 (1), pp.90-112.

Corentin Le Bot, Rozenn Perrigot, Frédérique Déjean, Bruno Oxibar. Corporate Social Responsibility in franchise chains: Specificities, insights from French franchise chains' CSD, and avenues for future research. Journal of retailing and consumer services, 2022, 66, pp.102945.

Rozenn Perrigot, Anna Watson, Olufunmilola (lola) Dada. Sustainability and green practices: the role of stakeholder power in fast-food franchise chains. International Journal of Contemporary Hospitality Management, 2021, 33 (10), pp.3442-3464.

Rozenn Perrigot, Begona López-Fernández, Guy Basset. Conflict management capabilities in franchising. Journal of retailing and consumer services, 2021, 63, pp.102694.

Rozenn Perrigot, Begoña López-Fernández, Guy Basset, Olivier Herrbach. Resale pricing as part of franchisor know-how. Journal of Business and Industrial Marketing, 2020, 35 (4), pp.685-698.

Rozenn Perrigot, Begona López-Fernández, Guy Basset. "Conflict-performance assumption" or "performance-conflict assumption": Insights from franchising. Journal of retailing and consumer services, 2020, 55,

A. Watson, O. Dada, B. López-Fernández, Rozenn Perrigot. The influence of entrepreneurial personality on franchisee performance: A cross-cultural analysis. International Small Business Journal, 2020, 38 (7), pp.605-628.

Komlanvi Elom Gbetchi, Rozenn Perrigot. Une stratégie multicanale impliquant le commerce ambulant et le commerce en supermarchés/hypermarchés en Afrique de l'Ouest. Systèmes alimentaires / Food Systems, 2020, Systèmes alimentaires / Food Systems 2020, n° 5, 2020 (n° 5), pp.111-131.

Brinja Meiseberg, Rozenn Perrigot. Pricing-based practices, conflicts and performance in franchising. European Management Journal, 2020, 38 (6), pp.939-955.

Rozenn Perrigot, Guy Basset, Begona López-Fernández, Anna Watson. Resale prices in franchising: A lawyer perspective. International Journal of Franchising Law, 2019, 17 (1), pp.3-14.

Rozenn Perrigot, Andrew Terry, Cary Di Lernia. Good faith in franchising: The perceptions of franchisees, franchisors and their lawyers in the French context. International Journal of Retail and Distribution Management, 2019, 47 (3), pp.246-261.

Anna Watson, O. Lola Dada, Olufunmilola (lola) Dada, Owen Wright, Rozenn Perrigot. Entrepreneurial orientation rhetoric in franchise organizations: The impact of national culture. Entrepreneurship Theory and Practice, 2019, 43 (4), pp.751-772.

Rozenn Perrigot (Dir.). Retailing et localisation. Presses de L'Université de Provence, pp.354, 2018, Travail

Brinja Meiseberg, Rozenn Perrigot. Linkages between pricing practices in franchise chains and franchisor-, franchisee- and system-level-outcomes. Small Business Economics, In press.

Rozenn Perrigot, Guy Basset, Begona López-Fernández, Anna Watson. Know-how in franchise chains: a literature review and interviews with lawyers. International Journal of Franchising Law, 2018, 16 (5), pp.9-28.

Karine Picot-Coupey, Elodie Huré, Aurélia Michaud-Trévinal, Rozenn Perrigot. Commerce Omni-canal : vers quels dispositifs de maillage entre points de contact ?. Retailing

Guy Basset, Rozenn Perrigot, Gérard Cliquet. Franchisees Facing Online Sales in a European Legal Context. James Langenfeld; Edwin Galeano. Healthcare Antitrust, Settlements, and the Federal Trade Commission, 28, Emerald Publishing Limited, pp.375 – 399, 2018, 978-1-78756-600-2.

Rozenn Perrigot. Franchising in the healthcare sector: The case of Child and Family Wellness clinics in Kenya. Journal of retailing and consumer services, 2018, 41, pp.227-238.

Guy Basset, Gérard Cliquet, Rozenn Perrigot. Les organisations dans le retail. Retailing, Dunod, pp.49-68, 2018, 9782100778232.

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Brinja Meiseberg, Karim Mignonac, Rozenn Perrigot, Assâad El Akremi. Performance implications of centrality in franchisee advice networks. Managerial and Decision Economics, 2017, 38, pp.1227-1236.

Muhammad Akib Warraich, Rozenn Perrigot. Franchising in the education sector: How do Pakistani customers perceive this new phenomenon?. Hendrikse, G.W.J., Cliquet, G., Ehrmann, Th., Windsperger, J. Management and Governance of Networks. Contributions to Management Science, Springer, pp.91-108, 2017, 978-3-319-57275-8.

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Andrew Terry, Cary Di Lernia, Rozenn Perrigot. The obligation of good faith and its role in franchise regulation. Frank Hoy, Rozenn Perrigot, Andrew Terry. Handbook of Research on Franchising, Edward Elgar, pp.169-192, 2017, 9781785364174.

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networks: a study of franchisee perceptions. Knowledge Management Research and Practice, 2017, 15 (2), pp.272 – 281.

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Thierry Pénard, Rozenn Perrigot. Online search – Online purchase in franchising: An empirical analysis of franchisor website functionality. Journal of retailing and consumer services, 2017, 39, pp.164 – 172.

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Manish Kacker, Rozenn Perrigot. Retailer use of a professional social media network: Insights from franchising. Journal of retailing and consumer services, 2016, 30, pp.222-233.

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Rozenn Perrigot, Guy Basset, Brinja Meiseberg. Resale prices in franchising: insights from franchisee perspectives. Journal of Product and Brand Management, 2016, 25 (7), pp.663 – 675.

Rozenn Perrigot, Bruno Oxibar, Frédérique Déjean. Determinants of corporate social disclosure in the franchising sector: insights from French franchisors' websites. Journal of Small Business Management, 2015, 53 (2), pp.321-339.

Guy Basset, Rozenn Perrigot. Franchisees' Resale Price Policy Facing Legal, Contractual and Professional Constraints: Insights from European and French Perspectives. Research in Law and Economics, 2015, 27, pp.119-142.

Assâad El Akremi, Rozenn Perrigot, Isabelle Piot-Lepetit. Examining the drivers for franchised chains performance through the lens of the dynamic capabilities approach. Journal of Small Business Management, 2015, 53 (1), pp.145-165.

Rozenn Perrigot, Bruno Oxibar, Frédérique Déjean. Corporate Social Disclosure in the Franchising Sector: Insights from French Franchisors' Websites. Journal of Small Business Management, 2015, 53 (2), pp.321-339.

Rozenn Perrigot, Dildar Hussain, Josef Windsperger. An investigation into independent small business owners' perception of franchisee relationships. International Journal of Retail and Distribution Management, 2015, 43 (8), pp.693-711.

Benjamin Lawrence, Rozenn Perrigot. Influence of Organizational Form and Customer Type on Online Customer Satisfaction Ratings. Journal of Small Business Management, 2015, 53, pp.58-74.

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Network uniformity and risk of reclassification of the franchise contract. International Journal of Retail and Distribution Management, 2014, 42 (10), pp.884-901.

Rozenn Perrigot. Créer son emploi via la franchise : des perspectives qui dépendent de chacun. L'officiel de la franchise, 2014, 147, pp.15.

Isabelle Piot-Lepetit, Rozenn Perrigot, Gérard Cliquet. Organizational form and efficiency of franchise chains. International Journal of Retail and Distribution Management, 2014, 42 (7), pp.671-684.

Isabelle Piot-Lepetit, Rozenn Perrigot, Gérard Cliquet. Impact of the industry on franchise chain efficiency:a meta-DEA and context-dependent DEA approach. Journal of the Operational Research Society, 2014, 65 (11), pp.1692-1699.

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Uniformity in franchising: a case study of a french franchise network with several franchisees having their own website. Journal of Marketing Channels, 2013, 20, pp.99-119.

Renata Kosova, Francine Lafontaine, Rozenn Perrigot. Organizational Form and Performance: Evidence from the Hotel Industry. Review of Economics and Statistics, 2013, 95 (4), pp.1303-1323.

Rozenn Perrigot, Begona López-Fernández, S. Eroglu. Intangible Resources and Plural Form as Drivers of Franchise Internationalization: Examination within a Two-Country Perspective. Journal of Small Business Management, 2013, 51 (4), pp.557-577.

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Karine Picot-Coupey, Guy Basset, Rozenn Perrigot, Christine Gonzalez, Gérard Cliquet. Perspectives sur les tendances de la grande distribution en France. F. Moraux, L. Bironneau. Recherches et innovations en sciences de gestion, Presses universitaires de Rennes, pp.239-257, 2013, Des sociétés.

Karim Mignonac, Christian Vandenberghe, Rozenn Perrigot, Asâad El Akremi, Olivier Herrbach. A multi-study investigation of outcomes of franchisees' affective commitment to their franchise organization. Entrepreneurship Theory and Practice, 2013, 39 (3), pp.461-488.

Dildar Hussain, Rozenn Perrigot, Karim Mignonac, Asâad El Akremi, Olivier Herrbach. Determinants of multi-unit franchising: an organizational economics framework. Managerial and Decision Economics, 2013, 34, pp.161-169.

Gurvan Branellec, Rozenn Perrigot. Franchise et e-commerce: une approche droit-marketing des problématiques liées à l'exclusivité territoriale. Décisions Marketing, 2013, 71, pp.31-44.

Rozenn Perrigot, Guy Basset, Danièle Briand, Gérard Cliquet. Franchisees' Websites and Concept Uniformity: A New Challenge for Franchisors. Network Governance – Alliances, Cooperatives and Franchise Chains, Springer, pp.231-254, 2013, Contributions to Management Science, 978-3-7908-2867-2.

Rozenn Perrigot, Thierry Pénard. Determinants of e-commerce strategy in franchising: a resource-based view. International Journal of Electronic Commerce, 2013, 17 (3), pp.109-130.

Rozenn Perrigot, Benjamin Lawrence. The influence of organizational form and customer type on online customer satisfaction ratings. Séminaire M@rsouin : mesure

Gérard Cliquet, Rozenn Perrigot, Guy Basset. 50 ans de grandes surfaces en France : et maintenant ?. XVIème colloque Etienne Thil, Oct 2013, Paris, France.

Rozenn Perrigot, Manish Kacker, Guy Basset, Gérard Cliquet. Antecedents of early adoption and use of social media networks for stakeholder communications: Evidence from franchising. 25th Annual International Society of Franchising Conference, Jun 2011, Boston, United States. pp.539-565,

Rozenn Perrigot, Manish Kacker, Guy Basset, Gérard Cliquet. Antecedents of early adoption and use of social networks for stakeholder communications: Evidence from franchising. Journal of Small Business Management, 2012, 50, pp.539-565.

Rozenn Perrigot, Olivier Herrbach. The plural form from the inside A study of franchisee perception of company-owned outlets within their network. International Journal of Retail and Distribution Management, 2012, 40 (7), pp.544-563.

Rajiv P. Dant, Rozenn Perrigot, Gérard Cliquet. Vencendo as Fronteiras Territoriais: Analise Comparada do Mix Contratual no Franchising Americano, Frances e Brasileiro. V. L. Dos Santos Silva P. F. De Azevedo. Teoria e Pratica do Franchising, Estrategia e Organizaçao de Redes de Franquias, ATLAS, pp.156-189, 2012,

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Rozenn Perrigot, Guy Basset, Gérard Cliquet. Multi-channel communication: the case of Subway attracting new franchisees in France. International Journal of Retail and Distribution Management, 2011, 39 (6), pp.434-455.

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Assâad El Akremi, Mignonac Karim.Mignonac@ut-Capitole.Fr Karim, Rozenn Perrigot. Opportunistic behaviors in franchise chains: the role of cohesion among franchisees. Strategic Management Journal, 2011, 32 (9), pp.930-948.

Gurvan Branellec, Rozenn Perrigot. Franchise et e-commerce : une approche droit-marketing des problématiques liées à l'exclusivité territoriale. 14ème colloque Etienne Thil, Association Etienne Thil, Sep 2011, Roubaix, France.

Ilan Alon, Gérard Cliquet, Matthew C. Mitchell, Rozenn Perrigot. International franchising at Best Western. Ilan ALON. Franchising globally. Innovation, learning and imitation, Palgrave Macmillan, pp.193-210, 2010.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. THE SIMULTANEOUS USE OF VARIOUS COMMUNICATION MEANS BY FRANCHISORS: INSIGHTS FROM THE SUBWAY CASE. 2010 ISoF Conference, Jun 2010, SYDNEY, Australia. 18 p.

Rozenn Perrigot. Franchise et efficience : Application de la méthode DEA aux hôtels franchisés et succursalistes d'un réseau mixte. Revue management

Gérard Cliquet, Karine Picot-Coupey, Guy Basset, Rozenn Perrigot. Retailing in France: Overview and Key Trends / What's up?. European Retailing Research, 2009, 22, pp.177-206.

Rozenn Perrigot, Gérard Cliquet, Isabelle Piot-Lepetit. Plural form chain and efficiency: Insights from theFrench hotel chains and the DEA methodology. European Management Journal, 2009, 27, pp.268-280.

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Rozenn Perrigot, S. Eroglu. Internationalization, Plural Form and Risk in Franchising: A Bi-Country Analysis of U.S. and French Networks. 23rd Annual International Society of Franchising Conference, Feb 2009, San Diego, United States. 18 p.

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Rozenn Perrigot. Plural form networks from inside: A study of the franchisees perceptions about the existence of company-owned units within their network. 16th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS),, Jul 2009, Niagara Falls, Canada. 19 p.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. communication of the franchisors towards the prospective franchisees: the case of subway. 2009 EMNET Conference, Sep 2009, Sarajevo, Bosnia and Herzegovina. 24 p.

Rozenn Perrigot, Guy Basset, Gérard Cliquet. Innovative ways to attract prospective franchisees : Some insights from French franchisors' practices. International Conference on Economics and Management of Networks (EMNet),, Sep 2009, Sarajevo, Bosnia and Herzegovina. 17 p.

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Rozenn Perrigot. La pérennité des réseaux de points de vente : une approche par l'écologie des populations et les analyses de survie. Recherche et Applications en Marketing (French Edition), 2008, 23 (1), pp.21-37.

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