

1. Record Nr.	UNINA9910357826503321
Titolo	Design and Management of Interfirm Networks : Franchise Networks, Cooperatives and Alliances // edited by Josef Windsperger, Gérard Cliquet, George Hendrikse, Marijana Srekovi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-29245-2
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (384 pages)
Collana	Contributions to Management Science, , 1431-1941
Disciplina	658.8708
Soggetti	Industrial organization Sales management Organization Planning Leadership Industrial Organization Sales/Distribution Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I . FRANCHISE Networks -- Innovation and Plural Form -- Peer Trust in Franchise Networks -- Business Model Innovation in Franchising -- Organizational Innovation and Microfranchising -- Competitive Advantage through CSR -- Institutional Influences and Competitiveness -- Principles of Fair Franchise Advisory Councils -- Location Decision Model for Franchisees -- Part II .COOPERATIVES -- Horizon and Portfolio Investments Constraints -- Member Heterogeneity and Cooperative Exit -- Cooperatives in Modern Food Supply ChainsI -- Hybrids in the French Apple Industry -- Part III . ALLIANCES -- Collocation for Supplier-Client Knowledge-basedCoordination -- Tensions and Governance in Industry-UniversityAlliances -- Co-evolution of Clusters and Trans-Local Linkages -- Cluster Cooperation and Value Creation -- Exports, FDI or Strategic Alliances? -- Public Private Partnerships in the Healthcare

Sector.

Sommario/riassunto

Interfirm networks include franchising, retail and service chains, cooperatives, financial networks, joint ventures, strategic alliances, licensing, public-private partnerships and new network forms in the digital economy. This book gathers the latest research studies that approach these networks – and the creation of innovation under the conditions of a complex, dynamic, knowledge-intensive and digital economy – from an interdisciplinary perspective. The studies, all of which were written by respected experts, explore how firms can improve their competitiveness by securing access to innovation, knowledge, complementary resources and capabilities otherwise not available to them. In addition, they highlight how, driven by an unpredictable environment, firms embedded in inter-organizational networks are increasingly transforming from co-operators to collaborators and valuable co-creators of innovation. .
