INTERNATIONALIZATION OF BRAZILIAN FRANCHISORS: PROFILES AND STRATEGIES

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Abstract

This study presents a view of international franchising from a big emerging market, Brazil. The international geographic expansion of Brazilian franchisors is tested based on hypotheses derived from psychic distance theory. Our results reveal that the choice of country is influenced by: geographic distance, linguistic distance and market size. The presence of a Brazilian population in a country affects the country decision, signaling that companies are following expatriates. Furthermore, Brazilian franchisors with international operations are, on average, have larger networks, are older in years of operation and been franchising longer, than firms that are not internationalized.

Keywords: Franchising; Internationalization; Geographical Distribution; Brazil