

**A Knowledge Based View of Franchise System Success:
An Empirical Investigation and Replication**

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ABSTRACT

The Knowledge Based View (KBV) states that the knowledge that an organization possesses is its most important strategic resource. Given how important the adequate use of knowledge is to franchise system success, the KBV has yet to guide significant franchising research. The most important principle of KBV is to recognize system wide resources through the eyes of knowledge based resources. Using two separate secondary datasets, we examine the relationships between the knowledgeable employment of system resources and the system performance. Empirical results reveal consistent support for our hypotheses. The ensuing discussion focuses on the implications of our findings.

Key words: Franchising, Knowledge Based View, Franchise Performance