

A Knowledge Perspective of Franchise Brand Management

Audhesh K Paswan
Professor
Tel: 940-565-3121
Fax: 940-565-3837
E-Mail: Audhesh.Paswan@unt.edu

Pramod Iyer
Doctoral Candidate
E-Mail: Pramod.Iyer@unt.edu

Sua Jeon
Doctoral Candidate
E-Mail: Sua.Jeon@unt.edu

Department of Marketing and Logistics
College of Business Administration
University of North Texas
Denton, Texas 76203-7231

and

Retno Tanding Suryandari
Fakultas Ekonomi dan Bisnis
Universitas Sebelas Maret, Indonesia
E-Mail: retnosuryandari@feb.uns.ac.id

Presented at the 29th Annual
International Society of Franchising Conference
Historical Building
University of Oviedo
Oviedo, SPAIN
June 18-20, 2015

A Knowledge Perspective of Franchise Brand Management

Abstract

Franchising has been investigated using divergent perspectives. However, few have looked at franchising from a branding perspective. This is surprising, since brands are the single most important asset of a franchise firm. In this study, we look at branding from a knowledge based perspective. Using the knowledge based perspective, we propose a franchise brand management system consisting of five key and broad tasks – creating brand value expectation, network-branding, fulfillment of brand value expectation, knowledge feedback loop, and developing the franchise brand management capability. We also discuss the theoretical and managerial implications of this framework.

Keywords: Franchise brand; Intellectual capital; Knowledge perspective.