A Knowledge Perspective of Franchise Brand Management

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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.