Entrepreneur-Franchisor in Emerging Economy: An Introspective Study in Mexico

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Abstract

The notion of a franchisor being an entrepreneur is generally accepted in the franchising field, however, little research has been done to investigate if, how, and why entrepreneurs become franchisors. This study investigates the evolutions of a Mexican entrepreneur-franchisor. We take an emic approach and employ a qualitative research design - subjective personal introspection to understand some of the challenges facing the home grown Mexican entrepreneur-franchisor in their journey towards becoming a significant player in this market. The resultant emerging themes corroborate resource constraint theory and agency theory, as well as institutional learning perspective. In addition, we develop an evolutionary path of a Mexican entrepreneur-franchisor and some of the unique factors that influence the franchise sector in Mexico.

Key Words:  Mexican entrepreneur-franchisor, subjective personal introspection