

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

Audhesh Paswan
Professor
Department of Marketing and Logistics
P.O. Box 311396
University of North Texas
Denton, Texas 76203-1396
Tel: 940-565-3121
Fax: 940-565-3837
Email: paswana@unt.edu

María de los Dolores Santarriaga Pineda
Professor
Escuela de Mercadotecnia
Universidad de Colima
Av. Universidad 333
Col. Las Viboras
Colima Col.; Mexico
Tel: (312) 31 6 11 52
Fax: (312) 31 6 11 52
Email: msantarr@ucol.mx

Francisco Carlos Soto Ramirez
Professor
Escuela de Mercadotecnia
Universidad de Colima
Av. Universidad 333
Col. Las Viboras
Colima Col.; Mexico
Tel: 312 31 6 11 52
Fax: (312) 31 6 11 52
Email: fsotoram@ucol.mx

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

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

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