ANTECEDENTS AND CONSEQUENCES OF ENTREPRENEURIAL FRANCHISEE BEHAVIOR

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Abstract

Franchisees need to follow franchisor procedures, but they may also have room to develop their own entrepreneurial strategies that may influence the performance of their units. However, very few studies have systematically and empirically investigated the extent of such entrepreneurial franchisee behavior, its antecedents, and its consequences. This paper fills a knowledge gap in the franchising literature by defining the concept of entrepreneurial franchisee behavior and by developing propositions on the antecedents and consequences of such behavior. We discuss the following three groups of antecedents of entrepreneurial franchisee behavior within a franchise system: the franchisee’s personal characteristics, the franchisee’s satisfaction with the franchising environment, and the franchisee’s local business environment. We finally discuss how franchisee entrepreneurial behavior may affect unit performance.

Keywords
entrepreneurial franchisee behavior, franchisee performance, entrepreneurial motivations, corporate entrepreneurship, entrepreneurial orientation