

More or Less Integration?
Sector-based differences in French franchising
and brand-distribution networks¹

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Abstract

This paper deals with the sector-based differences of integration levels in franchising and brand-distribution networks.

Using French data, we highlight key differences among sectors regarding the organizational forms.

Then, we show that the concepts of business model and organizational isomorphism are useful to understand the sector-based differences. These concepts and the related analytical frameworks are presented. The paper discusses their utility to explain the observed sector-based differences in the French case.

This exploratory research is conceived as a first step. It calls for international comparisons and collaborations to go further in the comprehension of sector-based differences, which, for now, constitute an understudied issue in the empirical literature on franchising and brand-distribution networks.

Keywords: Vertical integration, franchising, business model, organizational isomorphism, brand-distribution network.