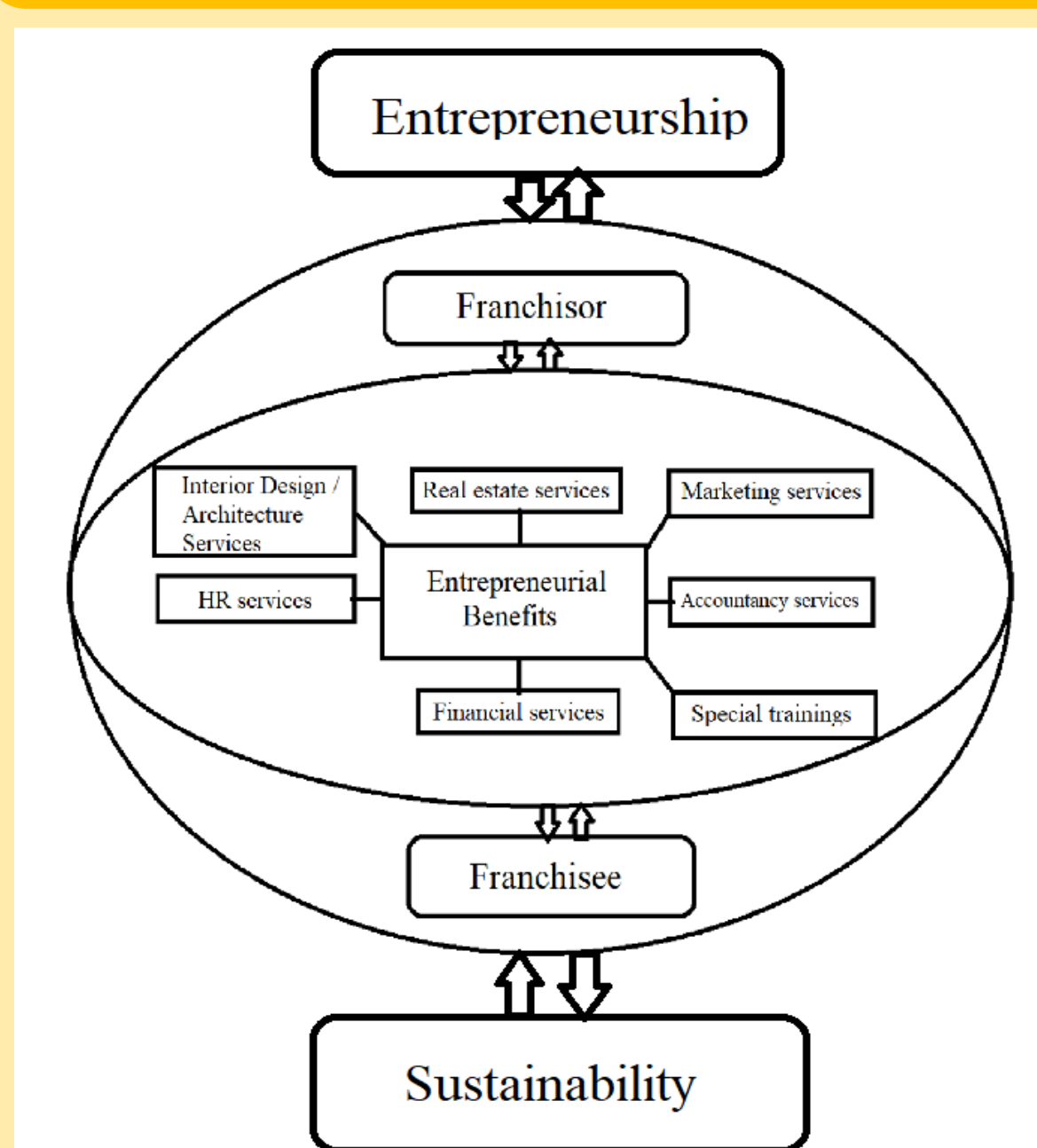


## INTRODUCTION

This research adds to the body of knowledge on franchising, entrepreneurship and sustainability by contributing to the growth of a franchising theory in both activity fields: sustainability and entrepreneurship.

**“What impact does the franchise and its actors individually, have on the field of entrepreneurship and sustainability?”**

## THEORY



## METHODOLOGY

- Qualitative approach
- Semi-structured interviews
- 6 cases -> franchisors and franchisees
- 6 activity domains
- 2 countries
- Both deductive and inductive coding
- Cross case comparison

## CONCLUSION

- Franchisor competence and superiority in economic areas (brand reputation, expertise, marketing, etc.) strengthens franchisees' performance.
- Franchisors and franchisees engage in franchise agreements to make a bigger difference in their entrepreneurial or sustainability endeavors.
- Both actors conduct well-informed risk-benefit evaluations for their relationship via learning.
- Most of the franchisees have ended up by undertaking their own entrepreneurial activities.
- All 6 actors had the focus on doing their business while not causing any damage to the environment.

## RESULTS

The biggest impact measured in this study was the positive affect of franchise that lowers the risks in succeeding as a sustainable entrepreneur.

### Entrepreneurship

1. Franchising helps franchisees learn entrepreneurship via practice
2. Entrepreneurial qualities like need for accomplishment and innovativeness are positively associated to franchisee satisfaction
3. Some franchisors let the franchisees to operate independently in certain situations as they have a better understanding of local actors and market.

### Sustainability

4. Franchisees have the power to affect the green practice implementations
5. The findings may support franchisors in better understanding the role of various stakeholders in attaining enhanced green practices.
6. The franchisees are the most powerful stakeholders in franchise companies

## RECOMMENDATIONS

1. To improve the robustness of the findings, it must be tested the model using data from additional nations.
2. Future studies should look at the impact of a franchise's performance on each sector of activity in the years ahead.
3. Future study should look at how franchisors approach managing franchise relationships vary depending on the amount of franchisee-owned stores in the franchise business.
4. A quantitative analysis might assist overcome generalizability issues and evaluate the impact of franchising in these two economic sectors.
5. Future research could look into the perspectives of other stakeholders, such as franchisee employees and customers