

# Magali CHAUDEY

## Curriculum Vitae

UPDATED: NOVEMBER, 2020

### Personal informations

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Address	GATE Lyon-Saint-Etienne - UMR 5824 Site de Saint-Etienne 75, rue Michelet 42023 Saint-Etienne cedex 02
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Web	<a href="https://www.gate.cnrs.fr/spip.php?article519">https://www.gate.cnrs.fr/spip.php?article519</a>

### Present position

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Teaching & Research	Full Professor in Economics, University Institute of Technology, Saint-Etienne, France GATE Lyon Saint-Etienne (UMR CNRS 5824), France
Administration	Director of the University Institute of Technology, Saint-Etienne (2020-)

### Former positions

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1998-2019	Associate Professor in Economics, University Institute of Technology, Jean Monnet University, Saint-Etienne, France
1998	Contractuel Researcher, Jean Monnet University, Saint-Etienne, France
1994-1996	Teaching Assistant in Economics and Researcher at CREUSET, Jean Monnet University, Saint-Etienne, France

### Research interests

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Industrial Organization Applied Econometrics	Distribution networks Competitiveness Clusters	Contract Performance
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### Education

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Habilitation (HDR)	<b>Habilitation in Economics (2010)</b> Université Jean Monnet de Saint-Etienne, France
Ph.D	<b>Ph.D in Economics (1998)</b> Université Jean Monnet de Saint-Etienne, France
Master	<b>Master in Production Economics (1992)</b> Université Lumière Lyon 2, France

## Habilitation (2010)

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Title	Restrictions verticales, incitations et contrats, une contribution en économie industrielle
Supervisor	Vianney DEQUIEDT (Clermont Auvergne University)
Research center	GATE Lyon Saint-Etienne (UMR CNRS 5824), France

## PhD Thesis (1998)

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Title	Contrat, règle et coordination interne dans la théorie de la firme
Supervisor	Maurice VINCENT (Jean Monnet University, France)
Research center	CREUSET, Jean Monnet University, France
Distinction	Highest level of distinction for a PhD

## Peer-reviewed articles

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2020	Do retailers benefit from network affiliation in all locations? <i>Economics Bulletin</i> , 40 (2): 1623-1633 (with M. Fadaïro & F. Perdreau,). HCERES B.
2019	Entrepreneurial Orientation and Performance in Franchise Networks: The Mediating Role of Innovation. <i>Revue de l'Entrepreneuriat</i> . 4 (18): 193-220 (with A-L Le Nadant, F. Perdreau, M. Fadaïro). HCERES A.
2018	Impact sur l'emploi de la participation aux projets de R&D des pôles de compétitivité, Méthode et résultats. <i>Revue d'Economie Industrielle</i> . 162: 75-100 (with M. Dessertine). HCERES B.
2018	Contract Duration and Contractual Learning: Evidence from Franchising Networks. <i>Managerial and Decision Economics</i> . 39 (2): 240-252 (with F. Perdreau, O. Chanut, M. Fadaïro). HCERES B.
2013	Network integration through franchised and company-owned chains: evidence from French distribution networks. <i>Managerial and Decision Economics</i> . 34 (3-5): 195-203 (with M. Fadaïro, G. Solard). HCERES B.
2010	Contractual Design and Networks Performance: Empirical Evidence from Franchising. <i>Applied Economics</i> . 42: 529-533 (with M. Fadaïro). HCERES A.
2008	Contractual design as a determinant of performance, evidence from franchising. <i>International Journal of the Economics of Business</i> . 15 (1): 117-127 (with M. Fadaïro). HCERES B.
2007	Restrictions verticales et réputation des réseaux de franchise. Un travail empirique sur données françaises. <i>Revue Economique</i> . 58 (4) : 891-914 (with M. Fadaïro). HCERES A.
2006	Restrictions verticales et externalité intra-marque en matière d'effort promotionnel: un test empirique sur données françaises. <i>Revue d'Economie Politique</i> . 116 (6) : 807-830 (with M. Fadaïro). HCERES A.

## Book and chapters

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2018	Choix de localisation et réseaux de distribution. L'éclairage de la littérature en sciences économiques et de gestion. In R. Perrigot (ed.). <i>Retailing et localisation</i> .
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- Une approche multidisciplinaire*. Presses Universitaires de Provence, collection Travail & Gouvernance (with M. Fadaïro).
- 2017 Performance in Franchising Networks. In F. Hoy, R. Perrigot, A. Terry (eds.) *Handbook of Research on Franchising*. Edward Elgar (with M. Fadaïro).
- 2017 Strategic Groups in the French Franchising Sector. In J. Windsperger, G. Cliquet, Th. Ehrmann, G. Hendrikse (eds.). *Interfirm Networks Franchising, cooperatives and Strategic Alliances*. Springer International Publishing (with S. Bouzid, M. Fadaïro, F. Perdreau).
- 2015 The Dynamics of Contractual Design: Determinants of Contract Duration in Franchising Networks. In J. Windsperger, G. Cliquet, Th. Ehrmann, G. Hendrikse (eds.). *Interfirm Networks Franchising, cooperatives and Strategic Alliances*. Springer International Publishing (with O. Chanut, M. Fadaïro, F. Perdreau).
- 2014 *Analyse économique de la firme*. Armand Colin, Collection Cursus. 230 pages.
- 2004 Franchising and alternatives forms of contract to organize vertical restraints: evidence from French networks. In J. Windsperger, G. Cliquet, G. Hendrikse, M. Tuunaman (eds), *Economics and Management of Franchising Networks*, Springer Berlin. (with M. Fadaïro).

## Works in progress

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- 2020 Location of Franchise Networks in the United States. What lessons for networks strategie? (with S. Bouzid).
- 2019 Social Capital and Innovation. The case of French Competitiveness Clusters. (with M. Dessertine).
- 2019 Blockchain and Smart-contract: a pioneering Approach of inter-firms Relationships? The case of franchise networks. (with R. Baron)  
[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3378477](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3378477)

## Referring activity

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Journal of Business Research	Applied Economics
Managerial and Decision Economics	Journal of Services Marketing
International Journal of Retail & Distribution Management	Applied Financial Economics
Small Business Economics	Industrial Marketing Management

## Conferences (since 2010)

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- 2020 “Quelques questions soulevées par la mise en œuvre d’un smart contract”. (with R. Baron & L. Jouvét). Virtual Conference From information systems to blockchains. Convergence in legal, tax, economic and management sciences. Lyon. July 10.

- 2019 "Blockchain and Smart-contract: a pioneering Approach of inter-firms Relationships? The case of franchise networks" (with R. Baron). *33rd Annual Conference of the International Society of Franchising (ISoF)*, Vienna, Austria, June 6-8.
- 2018 "Location of Distribution Networks: An Exploratory Approach" (with S. Bouzid), *8th International Conference of Economics and Management of Networks (EMNet)*, November, 15-17, Havana (Cuba).
- 2018 "Social Capital and Employment Performance: The Case of French Competitiveness Clusters" (with M. Dessertine), *8th International Conference of Economics and Management of Networks (EMNet)*, November, 15-17, Havana (Cuba).
- 2018 "Performance Outcomes of Organizational Choices in French Franchising" (with M. Fadaïro, F. Perdreau), *32nd Annual Conference of the International Society of Franchising (ISoF)*, Quito, Ecuador, June 28-30.
- 2016 "Strategic Groups in the French Franchising Sector" (with S. Bouzid, M. Fadaïro, F. Perdreau), *30th Annual Conference of the International Society of Franchising (ISoF)*, Groningen, Netherlands, June 9-11.
- 2015 "Entrepreneurial Orientation and Performance in Franchise Networks: The Mediating Role of Innovation", (with M. Fadaïro, A-L Le Nadant, F. Perdreau), *7th International Conference of Economics and Management of Networks (EMNet)*, December, 3-5, Cape Town (South Africa).
- 2015 "Innovating from Below: How Franchisee Trust and Personality Influence Franchisee Brand Extension", (with S. Bouzid, M. Fadaïro, F. Perdreau), *7th International Conference of Economics and Management of Networks (EMNet)*, December, 3-5, Cape Town (South Africa).
- 2015 "Ownership and control in Franchising networks" (with J. Windsperger, M. Fadaïro), *29th Annual Conference of the International Society of Franchising (ISoF)*, Oviedo (Spain), June 18-20.
- 2015 "Growth or Profitability? Innovation and Performance in Franchise networks" (with M. Fadaïro, A-L Le Nadant, F. Perdreau), *29th Annual Conference of the International Society of Franchising (ISoF)*, Oviedo (Spain), June 18-20.
- 2015 "More or less integration? Sector-based differences in French Franchising and Brand-Distribution Networks" (with O. Chanut, M. Fadaïro), *29th Annual Conference of the International Society of Franchising (ISoF)*, Oviedo (Spain), June 18-20.
- 2013 "Allocation of control in networks; the case of franchising" (with J. Windsperger, M. Fadaïro), *6th International Conference of Economics and Management of Networks (EMNet)*, November, 20-23, Agadir (Morocco).
- 2013 "The dynamics of contractual design: determinants and performance outcomes of contract duration in franchising networks" (with O. Chanut, M. Fadaïro, F. Perdreau), *6th International Conference of Economics and Management of Networks (EMNet)*, November, 20-23, Agadir (Morocco).
- 2012 "Vertical contracts in branded-networks; Sector-based explanations for the French case" (with M. Fadaïro, G. Solard), *26th Annual Conference of the International Society of Franchising (ISoF)*, Fort Lauderdale, (Florida, USA), May 17-19.

- 2011 "Sector-based explanation of vertical integration in distribution systems; Evidence from France" (with M. Fadairo, G. Solard), *5<sup>th</sup> International Conference of Economics and Management of Networks (EMNet)*, Limassol (Cyprus), December, 1-3.
- 2011 "Contract duration and franchisors performance; an empirical study on French data" (with M. Fadairo, F Perdreau); *5<sup>th</sup> International Conference of Economics and Management of Networks (EMNet)*, Limassol (Cyprus), December, 1-3.
- 2010 "La diversité sectorielle des modes d'organisation des réseaux : éléments d'explication" (with M. Fadairo) *Séminaire de l'INSEE, Les réseaux : des formes d'organisation, une dynamique*, 19 novembre, Paris (France).

## Teaching experience

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1998 to present	University Institute of Technology (IUT Saint-Etienne) Microeconomics; Business Intelligence; Industrial Economics.
2002-2017	University of Saint Etienne (Master) Contract Theory, Industrial Economics, Microeconomics, Economic analysis of the Firm
2011-2013	Industrial Economics, National Quito Polytechnic School (Ecuador)
2003-2007	Industrial Economics, National School of Mines of St Etienne (France)