

# Magali CHAUDEY

## Curriculum Vitae

UPDATED: AUGUST, 2024

### Personal informations

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### 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

### Research interests

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Industrial Organization	Contract	Smart-contract/blockchain
Applied Econometrics	Distribution networks	Competitiveness Clusters

### Education

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Habilitation (HDR) **Habilitation in Economics (2010)**  
Université Jean Monnet de Saint-Etienne, France

Ph.D **Ph.D in Economics (1998)**  
Université Jean Monnet de Saint-Etienne, 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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| 2024 | Blockchain, tokens, smart contracts, and “decentralized autonomous organization”: Expanding and renewing the mechanisms of governance? <i>European Management Review</i> . 1-5 (with C. Chambeftort). <a href="https://doi.org/10.1111/emre.12677">https://doi.org/10.1111/emre.12677</a>                                  |
| 2023 | It takes two to tango: a taxonomy of franchise success determinants. <i>International Journal of Retail &amp; Distribution Management</i> . 51 (6): 807-825 (with Boulay, J., Caemmerer, B., Chanut, O., Fadaïro, M.). <a href="https://doi.org/10.1108/IJRDM-05-2022-0174">https://doi.org/10.1108/IJRDM-05-2022-0174</a> |
| 2021 | Location of Franchise Networks in the United States. What Lessons for Networks Strategies? <i>Applied Spatial Analysis and Policy</i> , 14 (4): 755-776 (with S. Bouzid).  |
| 2020 | Do retailers benefit from network affiliation in all locations? <i>Economics Bulletin</i> , 40 (2): 1623-1633 (with M. Fadaïro & F. Perdreau).   |
| 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). <a href="https://doi.org/10.3917/entre.183.0199">https://doi.org/10.3917/entre.183.0199</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). <a href="https://doi.org/10.4000/rei.7061">https://doi.org/10.4000/rei.7061</a>  |
| 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). <a href="https://doi.org/10.1002/mde.2899">https://doi.org/10.1002/mde.2899</a>  |
| 2012 | 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).  |
| 2010 | Contractual Design and Networks Performance: Empirical Evidence from Franchising. <i>Applied Economics</i> . 42: 529-533 (with M. Fadaïro). <a href="https://doi.org/10.1080/00036840701704428">https://doi.org/10.1080/00036840701704428</a>  |

- 2008 Contractual design as a determinant of performance, evidence from franchising. *International Journal of the Economics of Business*. 15 (1): 117-127 (with M. Fadaïro). <https://doi.org/10.1080/13571510701830556>
- 2007 Restrictions verticales et réputation des réseaux de franchise. Un travail empirique sur données françaises. *Revue Economique*. 58 (4) : 891-914 (with M. Fadaïro). <https://doi.org/10.3917/reco.584.0891>
- 2006 Restrictions verticales et externalité intra-marque en matière d'effort promotionnel: un test empirique sur données françaises. *Revue d'Economie Politique*. 116 (6) : 807-830 (with M. Fadaïro). <https://doi.org/10.3917/redp.166.0807>

## Book and chapters

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- 2021 Smart-Contracts: some elements from a case-based approach. In W. Azan et G. Cavalier (eds), *Des systèmes d'information aux blockchains. Convergence en sciences juridiques et fiscales, économiques et de gestion*. Bruylant Editions (with R. Baron et L. Jouvét).
- 2018 Choix de localisation et réseaux de distribution. L'éclairage de la littérature en sciences économiques et de gestion. In R. Perrigot (ed.). *Retailing et localisation. 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).

## Referring activity

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Applied Economics  
 Industrial Marketing Management  
 Journal of Business Research  
 Journal of Small Business Management  
 Small Business Economics

Applied Financial Economics  
 Inter. Journal of Retail & Distribution Management  
 Journal of Services Marketing  
 Managerial and Decision Economics

## Conferences (since 2015)

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- 2023 “Tokenization of the economy. Foundations and implications for network governance” (with C. Chambeftort), 10th International Conference of Economics and Management of Networks (EMNet), September, 14-16, Palermo (Italy).
- 2021 “A Synchronic and Diacronic Analysis: An Analysis of EMNet Contributions Since 2003”. (with Sofiane Bouzid), International Conference of Economics and Management of Networks (EMNet), September, 23-24, Virtual.
- 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), *29<sup>th</sup> 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), *29<sup>th</sup> Annual Conference of the International Society of Franchising* (ISoF), Oviedo (Spain), June 18-20.

## Teaching experience

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- 1998 to present University Institute of Technology (IUT Saint-Etienne)  
Microeconomics; environmental and ecological economics, Business Intelligence; Industrial Economics.
- 2002-2017 University of Saint Etienne (Master)  
Contract Theory, Industrial Economics, Microeconomics, Economic analysis of the Firm