

Magali CHAUDEY

Curriculum Vitae

UPDATED: MARCH, 2023

Personal informations

Address	GATE Lyon-Saint-Etienne - UMR 5824 Site de Saint-Etienne 75, rue Michelet 42023 Saint-Etienne cedex 02
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Web	https://www.gate.cnrs.fr/magali-chauday/

Present position

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

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

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

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
Master	Master in Production Economics (1992) Université Lumière Lyon 2, France

Habilitation (2010)

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

PhD Thesis (1998)

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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- 2023 It takes two to tango: a taxonomy of franchise success determinants. *International Journal of Retail & Distribution Management.* 51 (6): 807-825 (with Boulay, J., Caemmerer, B., Chanut, O., Fadairo, M.). HCERES B.
- 2021 Location of Franchise Networks in the United States. What Lessons for Networks Strategies? *Applied Spatial Analysis and Policy,* 14 (4): 755-776 (with S. Bouzid).
- 2020 Do retailers benefit from network affiliation in all locations? *Economics Bulletin,* 40 (2): 1623-1633 (with M. Fadairo & F. Perdreau). HCERES B.
- 2019 Entrepreneurial Orientation and Performance in Franchise Networks: The Mediating Role of Innovation. *Revue de l'Entrepreneuriat.* 4 (18): 193-220 (with A-L Le Nadant, F. Perdreau, M. Fadairo). HCERES A.
- 2018 Impact sur l'emploi de la participation aux projets de R&D des pôles de compétitivité, Méthode et résultats. *Revue d'Economie Industrielle.* 162: 75-100 (with M. Dessertine). HCERES B.
- 2018 Contract Duration and Contractual Learning: Evidence from Franchising Networks. *Managerial and Decision Economics.* 39 (2): 240-252 (with F. Perdreau, O. Chanut, M. Fadairo). HCERES B.
- 2013 Network integration through franchised and company-owned chains: evidence from French distribution networks. *Managerial and Decision Economics.* 34 (3-5): 195-203 (with M. Fadairo, G. Solard). HCERES B.
- 2010 Contractual Design and Networks Performance: Empirical Evidence from Franchising. *Applied Economics.* 42: 529-533 (with M. Fadairo). HCERES 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. Fadairo). HCERES B.
- 2007 Restrictions verticales et réputation des réseaux de franchise. Un travail empirique sur données françaises. *Revue Economique.* 58 (4) : 891-914 (with M. Fadairo). HCERES A.

- 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. Fadairo). HCERES A.

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. Jouvet). |
| 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. Une approche multidisciplinaire</i> . Presses Universitaires de Provence, collection Travail & Gouvernance (with M. Fadairo). |
| 2017 | Performance in Franchising Networks. In F. Hoy, R. Perrigot, A. Terry (eds.) <i>Handbook of Research on Franchising</i> . Edward Elgar (with M. Fadairo). |
| 2017 | Strategic Groups in the French Franchising Sector. In J. Windsperger, G. Cliquet, Th. Ehrmann, G. Hendrikse (eds.). <i>Interfirm Networks Franchising, cooperatives and Strategic Alliances</i> . Springer International Publishing (with S. Bouzid, M. Fadairo, 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.). <i>Interfirm Networks Franchising, cooperatives and Strategic Alliances</i> . Springer International Publishing (with O. Chanut, M. Fadairo, F. Perdreau). |
| 2014 | <i>Analyse économique de la firme</i> . 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), <i>Economics and Management of Franchising Networks</i> , Springer Berlin. (with M. Fadairo). |

Works in progress

- 2022 Ownership strategy and control in franchise networks. Evidence from Germany and Switzerland (with Windsperger, J., Fadairo, M.).

Referring activity

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)

- 2021 "A Syncronic 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. Jovet). 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. Fadairo, 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. Fadairo, 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. Fadairo, 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. Fadairo, 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. Fadairo), *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. Fadairo, 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. Fadairo), *29th Annual Conference of the International Society of Franchising* (ISoF), Oviedo (Spain), June 18-20.

Teaching experience

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)