

Marko Grünhagen, Ph.D.
Abbreviated CV

ACADEMIC DEGREES

- 1999 **Ph.D. in Marketing (Business Interdepartmental Area)**
University of Nebraska-Lincoln (USA)
- 1995 **Master of Business Administration**
Eastern Illinois University (USA)

Select Recent PUBLICATIONS

Grünhagen, Marko, Nada Mumdzhev, Barbara Harča, Tamara Milenković-Kerković and Jasmina Dlačić (2019), “Franchising in the Balkans: History, Status and Challenges,” *Journal of Marketing Channels* (forthcoming).

Grünhagen, Marko, Rajiv P. Dant and Benjamin Lawrence (2018), “An Empirical Assessment of the Consumer Agency Framework: Evidence from India and China,” *Journal of Marketing Channels*, 25 (1/2), 85-99.

Grünhagen, Marko, Xu (Vivian) Zheng and Jeff Jianfeng Wang (2017), “When the Music Stops Playing: Post-Litigation Relationship Dissolution in Franchising,” *Journal of Retailing*, 93 (2), 138-153 (*Lead Article*).

Watson, Anna, Olufunmilola (Lola) Dada, Marko Grünhagen and Melody L. Wollan (2016), “When Do Franchisors Select Entrepreneurial Franchisees? An Organizational Identity Perspective,” *Journal of Business Research*, 69 (12), 5934-5945.

Cerovečki, Irena G. and Marko Grünhagen (2016), “‘Food Deserts’ in Urban Districts: Evidence from a Transitional Market and Implications for Macromarketing,” *Journal of Macromarketing*, 36 (3), 337-353.

Lucia Palacios, Laura, Victoria Bordonaba Juste, Yolanda Polo Redondo and Marko Grünhagen (2016), “Complementary IT Resources for Enabling Technological Opportunism,” *Information & Management*, 53 (5), 654-667.

Croonen, E.P.M., Marko Grünhagen and Melody L. Wollan (2016), “Best Fit, Best Practice or Stuck in the Middle? The Impact of Unit Ownership on Unit HR Performance in Franchise Systems,” *International Entrepreneurship and Management Journal*, 12 (3), 697-711.

Jeon, Hyo Jin (Jean), Brinja Meiseberg, Rajiv P. Dant and Marko Grünhagen (2016), “Cultural Convergence in Emerging Markets: The Case of McDonald’s in China and India,” *Journal of Small Business Management*, 54 (2), 732-749.

Lucia Palacios, Laura, Victoria Bordonaba Juste, Yolanda Polo Redondo and Marko Grünhagen (2014), “Technological Opportunism Effects on IT Adoption, Intra-Firm Diffusion and Performance: Evidence from the U.S. and Spain,” *Journal of Business Research*, 67 (6), 1178-1188.

Recent EDITED BOOK & BOOK CHAPTER

Terry, Andrew L. and Marko Grünhagen (2017), “Franchising in Southeast Asia: Prerequisites, Progress and Prospects“, In: F. Hoy, R. Perrigot and A.L. Terry (Eds.), *Handbook of Research on Franchising*, Northampton, MA: Edward Elgar Publishing, 451-481.

Grbac, Bruno, Dina Lončarić, Jasmina Dlačić, Vesna Žabkar and Marko Grünhagen (Eds.) (2015), *Marketing Insights from a Changing Environment*, Pearson Publishing: London, UK.

Select Recent HONORS

- 2019 **Keynote Speaker**
International Conference on Applied Business and Economics (ICABE)
Honolulu, HI
- 2018 **Special Session Speaker** – “Franchising in Asia”
3rd International Conference on Business and Economics
Faculty of Business Studies, University of Dhaka, Bangladesh
- 2017 **Invited Speaker**
SME Development in Southeast Asia – Workshop at Griffith University
Brisbane, Australia
- 2016 **Keynote Speaker**
1st International Workshop on Franchising & Distribution Networks in Emerging Countries
(FDNEC)
Jean Monnet University St. Etienne, France

Select PROFESSIONAL SERVICE

- 2014 – 2020 **President** - International Society of Franchising (ISoF) (2 terms)
- 2003 – **Associate Editor** – *Journal of Small Business Management*
Editor: George Solomon (Chandra Mishra 2003-2010)
- 2010 – 2012 **Co-Editor** – Special Issue on “Franchising”
(with Patrick J. Kaufmann and Rajiv P. Dant)
Journal of Small Business Management (2012)
- 2009 – 2011 **Co-Editor** – Special Issue on “Franchising & Retailing”
(with Rajiv P. Dant & Josef Windsperger)
Journal of Retailing (2011)
- 2013 **Conference Co-Chair** – 27th International Society of Franchising (ISoF)
Annual Conference, Zhuhai, P.R. CHINA (with Robert E. Stassen)
- 2009 **Conference Chair** – 23rd International Society of Franchising (ISoF)
Annual Conference, San Diego, CA
- 2006 **Conference Chair** – 2nd Annual *Office Depot* Small Business Research Forum
“Small Business and Entrepreneurial Marketing”, Fort Lauderdale, FL