

**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, Manuel Gonzalez Diaz, Dildar Hussain and Haroldo Monteiro da Silva Filho (2021), “Multi-Brand, Multi-System and Multi-Role Franchising: A Qualitative Exploration and Framework Development in Brazil,” *Journal of Small Business Management* (forthcoming).
- Hussain, Dildar, Marko Grünhagen, Swati Panda and Muhammad I. Hossain (2020), “Franchising in South Asia: Past, Present and Future Developments,” *Journal of Marketing Channels*, 26 (4), 227-249 (*Lead Article*).
- Wang, Jeff Jianfeng, Marko Grünhagen, Li (Jenny) Ji and Xu (Vivian) Zheng (2020), “Conflict Aftermath: Dispute Resolution and Financial Performance in Franchising,” *Journal of Retailing*, 96 (4), 548-562.
- Grünhagen, Marko, Nada Mumdzhev, Barbara Harča, Tamara Milenković-Kerković and Jasmina Dlačić (2020), “Franchising in the Balkans: History, Status and Challenges,” *Journal of Marketing Channels*, 26 (1), 1-27 (*Lead Article*).
- 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.
- 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.

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

## Select PROFESSIONAL SERVICE

- |             |   |
|-------------|---|
| 2014 – 2021 | <b>President</b> - International Society of Franchising (ISoF) (2 terms)  |
| 2003 –      | <b>Associate Editor</b> – <i>Journal of Small Business Management</i><br>Editor: Ayman El Tarabishy   |
| 2010 – 2012 | <b>Co-Editor</b> – Special Issue on “Franchising”<br>(with Patrick J. Kaufmann and Rajiv P. Dant)<br><i>Journal of Small Business Management</i> (2012)                   |
| 2009 – 2011 | <b>Co-Editor</b> – Special Issue on “Franchising & Retailing”<br>(with Rajiv P. Dant & Josef Windsperger)<br><i>Journal of Retailing</i> (2011)                           |
| 2013        | <b>Conference Co-Chair</b> – 27th International Society of Franchising (ISoF)<br>Annual Conference, Zhuhai, P.R. CHINA (with Robert E. Stassen)                           |
| 2009        | <b>Conference Chair</b> – 23 <sup>rd</sup> International Society of Franchising (ISoF)<br>Annual Conference, San Diego, CA  |
| 2006        | <b>Conference Chair</b> – 2 <sup>nd</sup> Annual <i>Office Depot</i> Small Business Research Forum<br>“Small Business and Entrepreneurial Marketing”, Fort Lauderdale, FL |