

## DECLARAÇÃO

Declaramos para os devidos fins que o trabalho ESO - 3 - Redes, Clusters e Ecossistemas de Negócios - "FRANCHISE CHAINS AND REGIONAL DEVELOPMENT: AN INSTITUTIONAL ANALYSIS OF BRAZILIAN CENTRAL-WEST" do(s) autor(es) Augusto César D'Arruda (Programa de Pós-Graduação em Administração / UNIP - Universidade Paulista), Pedro Lucas de Resende Melo (Programa de Pós-Graduação em Administração / UNIP - Universidade Paulista), Diego Bonaldo Coelho (Prog de Mestr Prof em Gestão de Negócios - MPGN / FFA - Faculdade FIA de Administração e Negócios) e Maria Carolina Silva de Arruda (Programa de Pós-Graduação em Administração / UNIP - Universidade Paulista), foi submetido e selecionado para apresentação oral e publicação nos anais eletrônicos da ANPAD (site), no EnANPAD 2024, que ocorrerá em Florianópolis - SC - 16 - 18 de setembro de 2024.

Atenciosamente



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Triênio 2024-2026

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FRANCHISE CHAINS AND REGIONAL DEVELOPMENT: AN INSTITUTIONAL ANALYSIS OF BRAZILIAN CENTRAL-WEST

Divisão: ESO - Estratégia em Organizações

Tema de Interesse: Redes, Clusters e Ecossistemas de Negócios

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Gestão de Ris

Corporativa

Tema 2

Estratégia em

Tema 3

Redes, Cluste

- ESO11185 - GESTÃO DE
- ESO12332 - ENTRE NÓS
- ESO12473 - FRANCHISI CENTRAL-WEST
- ESO12809 - UNDERSTA

Resumo

This article is a part of studies designed to investigate variables in the institutional environment that are significant for the expansion strategy of franchise chains, with a focus on inland regions. The objective is to identify variables that impact the attractiveness of the institutional environment for the insertion of franchise chains. To this end, five dimensions of the institutional environment were analyzed: education, regional development, health, business and economy. Quantitative exploratory research was carried out, using secondary data from IBGE, with 14 variables, in a sample of 220 cities in the Brazilian center-west. Statistical analyzes indicated that the dimensions of education, economy and regional development have a positive and significant impact on attracting franchise chains. The results contribute to the theory as it assist in strategic decision-making regarding the expansion of franchise chains and suggest new and relevant research segments with emphasis on the exploration of factors in the institutional environment. The article also contributes to neo-institutional theories, as it offers a relevant and well-founded explanation of the impact of institutional factors in attracting business models such as franchise chains to inland regions.

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Tema 5

Strategizing: o fazer estratégia nas perspectivas da prática social e de processos

Tema 6

Formulação estratégica em ambientes empreendedores

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Maria Carolina Silva de Arruda

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Resumo

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Estratégia de Expansão

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ENDEREÇO

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