



CEBSS | Cluj Economics and Business Seminar Series

Seminar paper

Presenter

Josef Windsperger
University of Vienna
Center for Business Studies

Topic

**Ownership Strategy in Franchising
(Organizational Capability and Transaction Cost
Explanations)**

Time & Date

Thursday, April 4th, 2013
1.30 pm – 3.00 pm

Venue

FSEGA Campus
First floor, Room 118

About the series

Cluj Economics and Business Seminar Series (CEBSS) represents a forum for debates and dissemination of scientific research results. The seminar significantly and distinctively contributes to increasing scientific added value, having a relevant impact on knowledge, education and practice in the field of economics and business.

Enquires

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