

Guest editorial

Special issue introduction: Relationship marketing in franchising and retailing

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Overview

In this special issue “*Relationship marketing in franchising and retailing*”, the *Journal of Strategic Marketing* presents a series of papers covering topics to gain a better understanding of relationship marketing in franchising and retailing. Franchising has been considered as an appealing means of expanding a business and certainly offers many benefits to small businesses. Research in franchising and retailing are becoming more advanced in 1990 and 2000 (Rosado-Serrano, Dikova, & Paul, 2018). However, there has been limited research by leading journal outlets around relationship marketing in franchising since the special issue by Journal of Retailing in 2011 and by Journal of Business Venturing in 1999.

In fact, relationship marketing involves development of strong relationships between exchange partners that enhance satisfaction, trust, value, and commitment, and ultimately improve profitability (Bolton, Lemon, & Verhoef, 2004; Chiu, Hsieh, Li & Lee, 2005; Liang & Wang, 2006; Morgan & Hunt, 1994; Weaven, Baker, & Dant, 2017). It highlights the significance of the continuous interaction between involved parties in developing a long-term relationship (Palmatier, Dant, Grewal, & Evans, 2006; Weaven, Grace, Frazer, & Giddings, 2014). As the success of a franchise in retail is dependent on the relationship between the franchisor and franchisees, and between the sellers (franchisors/franchisees) and the customers, it is imperative to advance our knowledge of relationship marketing in franchising in retailing (Beitelspacher, Baker, Rapp, & Grewal, 2018).

We would like to express our sincere gratitude to all authors who submitted their work to this special issue “*Relationship marketing in franchising and retailing*” of the *Journal of Strategic Marketing* and to all reviewers who provided their service to ensure the quality of the special

issue. We have only chosen four papers following a rigorous review process to include in this special issue. The end result represents a deep thought-provoking edition for the journal.

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