

## **Relationship marketing in franchising and retailing**

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**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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