



Replication of Routines and Selection in Franchise Organizations. Empirical Investigation under a Generalized Darwinism Framework

By Martin Jole

GRIN Verlag Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2012 in the subject Business economics - General, grade: B, University of Hertfordshire, language: English, abstract: During the last decades, there has been an increasing recognition that evolutionary theory can be suitable for explaining the dynamics of organizations. Despite of the differences in the content of the distinct evolutionary approaches to organizations, and eventual punctual discordances, significant commonalities and overlaps can be observed. In this sense, support is found for hiking this way as a clear trail, but not to ride it as a rail. The use of evolutionary theories to study organizations has also led to a growing acceptance of organizational routines as a central unit of analysis, being the primary means by which they achieve their ends. Hence, to understand how organizations become stable, evolve and survive, it has become critical to first investigate the nature of the routines. Although this direction has been pointed, there are still many areas of the evolutionary quality of organizational routines that need to be clarified. Moreover, while the exploration of such topic has...



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