

## ***Dr. Dildar Hussain***

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### **Research & Teaching Interests**

Marketing, Strategy, Sustainability

### **Education**

- 02/2007 – 02/2011 Doctor of Philosophy (PhD) in Business Administration, *University of Vienna*, Austria.
- 05/1998 – 11/2000 Master of Business Administration (MBA), *University of Management & Technology*, Pakistan. (Passed with distinction)
- 09/1995 – 08/1997 Bachelor of Commerce (B.Com.), *University of the Punjab*, Pakistan.

### **Experience**

- 01/2012 – Present ***Rennes School of Business, France***     
Head of Marketing Department (02/2019 – Present)  
Associate Professor (09/2016 – Present)  
Assistant Professor (01/2012 – 08/2016)  
Program Director for MSc in Int. Luxury and Brand Management  
Teaching at Undergraduate, Postgraduate and Executive Levels  
Supervision of Masters' and Doctoral Theses  
Member of Faculty Teams for AACSB, EQUIS, AMBA Accreditations  
Member of Research and Impact Committee (11/2021 – Present)  
Member of Faculty Recruitment Committee (2014 -2016, 2019 – Present)  
Member of Examination Board (02/2012 – Present)  
Member of Programmes Committee (02/2019 – Present)  
Co-pilot of Strategic Committee for Digitalization (2018)  
Member of Strategic Committee for Branding (2018)
- 01/2022 – 01/2022 Visiting Professor, *University of Economics in Bratislava*, Slovakia.
- 07/2017 – 08/2017 Visiting Professor, *Shih Chien University*, Taiwan.
- 01/2015 – 04/2016 Visiting Professor, *International University of Rabat*, Morocco.
- 03/2011 – 06/2016 Visiting Professor, *University of Vienna*, Austria.
- 03/2007 – 02/2011 Research Assistant / Adjunct Lecturer, *University of Vienna*, Austria.
- 06/2004 – 12/2006 Manager Operations, *Faysal Bank Limited*, Pakistan.
- 11/2002 – 05/2004 Officer, *Askari Bank Limited*, Pakistan.
- 04/2001 – 10/2002 Officer, *First Standard Investment Bank Limited*, Pakistan.

## Computer Skills

Proficient user of Microsoft Windows, Microsoft Office, and the Internet; working know-how of networking and data communication; and excellent operating knowledge of data analysis software (SPSS, AMOS, LISREL, STATA, NVivo, etc.), learning management systems (Moodle, Fronter, Blackboard, Google Apps, etc.), and online teaching tools (Microsoft Teams, Zoom, Classilio).

## Courses Taught

- Thesis Development Workshop (Doctorate)
- Marketing Management (Executive MBA)
- Brand Management (Postgraduate)
- Franchising Strategy and Business Operations (Postgraduate)
- Marketing Research (Postgraduate)
- Research Methods (Postgraduate)
- International Strategic Management (Postgraduate)
- Services Marketing Management (Undergraduate)
- Market Entry Decision (Undergraduate)

## Research & Professional Affiliations

- 2017 – Present, Academic Member, *British Academy of Management*.
- 2009 – Present, Academic Member, *International Society of Franchising*.
- 2015 – Present, Academic Member, *Academy of Management*.
- 2009 – Present, Academic Member, *Academy of Marketing Science*.
- Reviewer for Journal of Small Business Management, Small Business Economics Journal, International Journal of Retail & Distribution Management, European Journal of International management, International Journal of Emerging Markets, Journal of Marketing Communications, International Journal of Business Performance Management, South Asian Journal of Business Studies, Journal of Quality and Technology Management, Pakistan Economic and Social Review, International Society of Franchising Conference, Academy of Management Conference, British Academy of Management Conference, International Corporate & Marketing Communication Conference.

## Awards & Honors

- 12/2012, *Distinguished Alumni Award*, University of Management & Technology (previously Institute of Leadership & Management), Pakistan.
- 11/2009, *Research Scholarship* for research stay in Germany funded by the University of Vienna, Austria.
- 07/2009, *Travel Scholarship* and *Letter of Appreciation* by Academy of Marketing Science for participation in the AMS Doctoral Consortium held in Oslo, Norway.
- 11/2000, *Chancellor's Medal* for overall best performance in MBA
- 05/1998 – 11/2000, Three times *Deans Merit Award* during MBA.

## Invited Seminar Presentations

- 10/2019, Keynote presentation at University of Sargodha, Pakistan

- 08/2018, Keynote presentation at University of Management & Technology, Lahore, Pakistan.
- 04/2018, Keynote presentation at University of Gujrat, Gujrat, Pakistan.
- 03/2017, Keynote presentation at Institute of Business & Management, University of Engineering & Technology, Lahore, Pakistan.
- 03/2013, Invited presentation as a guest professor at Guangdong University of Foreign Studies, Guangzhou, China.
- 03/2013, Invited presentation as a guest professor at China University of Geosciences, Wuhan, China.
- 03/2013, Invited presentation as a guest professor at Central China Normal University, Wuhan, China.
- 05/2010, Invited presentation of final results of PhD project at the “*PhD Research Seminar*” held at the University of Vienna, Austria.
- 07/2009, Invited presentation of PhD dissertation work-in-progress at the “*1<sup>st</sup> Biennial AMS Doctoral Consortium*” held in Oslo, Norway.

### Works-In-Progress

- Hussain, D.** & Monteiro, H. (2022). Multi-unit ownership strategy in franchising: An empirical investigation of franchisees’ perspective. Target: *Journal of Small Business Management*, expected submission September 2022.
- Gorovaia, N. & **Hussain, D.** (2022). Corporate social responsibility and brand competitiveness: The case of franchising. Target: *International Journal of Retail and Distribution Management*. April 2022

### Publications

- Grunhagen, M., González-Díaz, M., **Hussain, D.** & Monteiro da Silva Filho, H. (2022). Multi-brand, multi-system and multi-role franchising in Brazil: A qualitative exploration and framework development, *Journal of Small Business Management*, 60(2), 253-288.
- Butt, M.M., Huisman, J., **Hussain, D.**, Aslam, M., & Amin, M. (2021). Antecedents and consequences of students’ attitudes towards internationally accredited business schools: a signalling theory perspective. *Journal of Marketing for Higher Education*, In Press.
- Aziz, S., **Hussain, D.** & Rahman, M. & Nguyen, D.K. (2021). Does corporate environmentalism affect firm insolvency risk? the role of market power and competitive intensity, *Ecological Economics*, 189, 107182.
- Islam, T., **Hussain, D.** Ahmed, I., & Sadiq, M. (2021). Ethical leadership and environment specific discretionary behaviour: The mediating role of green human resource management and moderating role of individual green values. *Canadian Journal of Administrative Sciences*, 38(4), 442-459.
- Hussain, D.**, Grunhagen, M., Panda, S. & Hossain, M.I. (2020). Franchising in South Asia: Past, present, and future developments. *Journal of Marketing Channels*, 26(4), 227-249.
- Campos Franco, J., **Hussain, D.** & Mccoll, R. (2020). Luxury fashion and sustainability: looking good together. *Journal of Business Strategy*, 41(4), 55-61.
- Hussain, D.**, Srekovic, M. & Windsperger, J. (2018). An organizational capability perspective on multi-unit franchising: Evidence from Germany and Switzerland. *Small Business Economics*, 50(4), 717-727.
- Rahman, M., Lambkin, M., & **Hussain, D.** (2016). M&A Value creation and value appropriation following M&A: A data envelopment analysis. *Journal of Business Research*, 69(12), 5628-5635.

- Khan, M.J., **Hussain, D.** & Mehmood, W. (2016). Why do firms adopt Enterprise Risk Management (ERM)? Empirical evidence from France. *Management Decision*, 54(8), 1806-1907.
- Perrigot, R., **Hussain, D.** & Windsperger, J. (2015). An investigation of the independent small business owners' perceptions of franchisee relationships. *International Journal of Retail and Distribution Management*, 43(8), 693-711.
- Hussain, D.** & Windsperger, J. (2015). Multi-unit franchising: Organizational capabilities and transaction cost explanations. In J. Windsperger, G. Cliquet, T. Ehrmann, & G. Hendrikse (Eds.), *Interfirm Networks: Cooperatives, Franchising and Strategic Alliances* (pp. 35-55), Heidelberg: Springer.
- Greissmair, M., **Hussain, D.** & Windsperger, J. (2014). Relational view of multi-unit franchising. *Journal of Business Research*, 67(11), 2337-2345.
- Hussain, D.** & Lasage, H. (2014). Online video advertisement avoidance: Can interactivity help? *Journal of Applied Business Research*, 30(1), 43-50.
- Hussain, D.**, Perrigot, R., Mignonac, K., El Akermi, A. & Herrbach, O., (2013). Using a multi-theoretical framework to explain multi-unit franchising. *Managerial and Decision Economics*, 34(3), 161-169.
- Yaqub, M.Z. & **Hussain, D.** (2013). How do the relational investments affect relational outcomes? *Journal of Applied Business Research*, 29(2), 433-442.
- Hussain, D.** & Windsperger, J. (2013). Multi-unit franchising: A property rights view. *European Journal of Law and Economics*, 35(2), 169-185.
- Hussain, D.**, Moritz, L. & Windsperger, J. (2012). Choice between single-unit and multi-unit franchising: Combining agency and transaction cost perspectives. *Journal of Applied Business Research*, 28(5), 769-776.
- Hussain, D.** & Windsperger, J. (2011). Multi-unit franchising: A comparative case analysis. *Journal of Applied Business Research*, 27(1), 103-112.
- Hussain, D.**, & Windsperger, J. (2010). Multi-unit ownership strategy in franchising: Development of an integrative model. *Journal of Marketing Channels*, 17(1), 3-31.
- Hussain, D.** & Yaqub, Muhammad Z. (2009). Explaining franchisor's tendency to use multi-unit franchising: Development of a theoretical model. *Journal of Business & Economics Research*, Vol. 7, No.9, pp. 17-24.
- Yaqub, M. Z., **Hussain, D.** & Yaqub, R.M.S. (2009). Making strategic networks pluralistic neighborhoods. *The International Journal of Knowledge, Culture, and Change Management*, 9(2), 113-128.

## Conference Presentations

- Awokoya, O.F. & **Hussain, D.** (2022). Consumer perception of franchising. Paper accepted for presentation at 35<sup>th</sup> Annual *International Society of Franchising Conference*, Hamilton, Canada.
- Awokoya, O.F. & **Hussain, D.** (2021). An investigation into franchisees' positive word-of-mouth in emerging countries. Paper presented at 9<sup>th</sup> *International Conference on Economics and Management of Networks*, Online.
- Awokoya, O.F. & **Hussain, D.** (2019). Antecedents of franchisees' positive word-of-mouth in emerging countries. Paper presented at 33<sup>rd</sup> Annual *International Society of Franchising Conference*, Vienna, Austria.

- Hussain, D.,** Tran, D.T. & Warraich, M.A. (2019). Personal values and luxury consumption: The case of Vietnam. Paper presented at 14<sup>th</sup> International Conference on Management, Finance and Economics. Tokyo, Japan.
- Hussain, D.** & Windsperger, J. (2018). Multi-unit ownership strategy and franchisor's organizational performance. Paper presented at 8<sup>th</sup> International Conference on Economics and Management of Networks, Havana, Cuba.
- Hussain D.** (2018). Entrepreneurship, branding and franchising. Keynote speech at International Conference on Management, Business and Technology, Lahore, Pakistan.
- Grunhagen, M., González-Díaz, **Hussain, D.** & Monteiro da Silva Filho, H. (2018). A qualitative exploration of multi-brand, multi-system and multi-role franchising in Brazil. Paper presented at 32<sup>nd</sup> Annual International Society of Franchising Conference, Quito, Ecuador.
- Hussain D.** (2018). Franchising: A less risky path to entrepreneurship. Keynote speech at International Conference on Management and Commerce, University of Gujrat, Pakistan.
- Hussain, D.** & Monteiro da Silva Filho, H. (2017). Explaining franchisees' multi-unit ownership strategy. Paper presented at *British Academy of Management Conference*, Coventry, UK.
- Hussain D.** (2017). Luxury marketing strategy: Anti-laws of marketing. Keynote speech at International Conference on Management, Business and Technology, Lahore, Pakistan.
- Hussain, D.** & Monteiro, H. (2016). An empirical investigation of franchisees' multi-unit ownership strategy. Paper presented at 9<sup>th</sup> International Conference on Marketing, Cluj-Napoca, Romania.
- Gorovaia, N. & **Hussain, D.** (2016). Competitive advantage through corporate social responsibility in franchising. Paper presented at 30<sup>th</sup> Annual International Society of Franchising Conference, Groningen, The Netherlands.
- Hussain, D.** & Monteiro, H. (2016). Multi-unit ownership strategy in franchising: An empirical investigation of franchisees' perspective. Paper presented at *International Workshop on Franchising & Distribution Networks in Emerging Countries*, Saint-Etienne, France.
- Gorovaia, N. & **Hussain, D.** (2015). Corporate social responsibility and brand competitiveness: The case of franchising. Paper presented at 7<sup>th</sup> International Conference on Economics and Management of Networks, Cape Town, South Africa.
- Hussain, D.** & Windsperger, J. (2015). Organizational capabilities and multi-unit franchising: Evidence from Germany and Switzerland. Paper presented at 29<sup>th</sup> Annual International Society of Franchising Conference, Oviedo, Spain.
- Hussain, D.** & Warraich, M.A. (2014). Franchise termination: A case study. Paper presented at *International Conference on Entrepreneurship and Business Management*, Penang, Malaysia. (Best Paper Award)
- Hussain, D.** (2014). Bottled up entrepreneurial capabilities: A case of franchise termination by the franchisee. Paper presented at *International Workshop on Franchising, Retail & Service Chains*, Rennes, France.
- Griessmair, M., **Hussain, D.** & Windsperger, J. (2013). The impact of trust on ownership strategy: The case of multi-unit franchising. Paper presented at 6<sup>th</sup> International Conference on Economics and Management of Networks, Agadir, Morocco.
- Hussain, D.** & Windsperger, J. (2013). Relational view of multi-unit franchising. Paper presented at 27<sup>th</sup> Annual International Society of Franchising Conference, Zhuhai, China.
- Hussain, D.,** Perrigot, R., Mignonac, K., El Akermi, A. & Herrbach, O. (2012). Using a multi-theoretical framework to explain multi-unit franchising. Paper presented at 19<sup>th</sup> International Conference on Recent Advances in Retailing and Consumer Services Science, Vienna, Austria.

- Hussain, D.** & Windsperger, J. (2012). Multi-unit franchising: Organizational capabilities and transaction cost explanations. Paper presented at *26<sup>th</sup> Annual International Society of Franchising Conference*. Fort Lauderdale, Florida, USA.
- Hussain, D.** & Windsperger, J. (2011). Multi-unit ownership strategy in franchising. Paper presented at the *5<sup>th</sup> Economics and Management of Networks Conference*. Nicosia, Cyprus.
- Hussain, D.** & Windsperger, J. (2011). Multi-unit franchising: Organizational capabilities and transaction cost explanations. Paper presented at *25<sup>th</sup> Annual International Society of Franchising Conference*. Boston, Massachusetts, USA.
- Hussain, D.** & Windsperger, J. (2010). Multi-unit franchising: A property rights view. Paper presented at *24<sup>th</sup> Annual International Society of Franchising Conference*. Sydney, Australia.
- Hussain, D.** (2009). What makes small business a success or a failure? Paper presented at *Business and Management Conference*. Durban, South Africa.
- Hussain, D.** & Schromm, C. (2009). Multi-unit franchising: A case study analysis. Paper presented at *4<sup>th</sup> International Conference on Economics and Management of Networks*. Sarajevo: Bosnia & Herzegovina.
- Hussain, D.** (2009). Franchisor's tendency to use multi-unit franchising: A conceptual model. Paper presented at *Academy of Marketing Science 2009 World Congress*. Oslo, Norway.
- Windsperger, J. & **Hussain, D.** (2009). Multi-unit ownership strategy in franchising: Evolution of the multi-unit franchising research and development of an integrative model. Paper presented at *23<sup>rd</sup> Annual International Society of Franchising Conference*. San Diego, California, USA.