

E. HACHEMI ALIOUCHE, PhD

Paul College of Business & Economics

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EDUCATION

- PhD (Economics), Whittemore School of Business and Economics, University of New Hampshire
- Mini-MBA (Finance), Wharton School of the University of Pennsylvania
- M.A. (Economics), Whittemore School of Business and Economics, University of New Hampshire
- B.S. (Electrical Engineering, with Minor in Economics), University of New Hampshire

BOARD MEMBERSHIPS

- Co-Founder and VP of Programs – Algerian-American Association for Science, Technology and Entrepreneurship
- Member of Educational Advisory Board, EPIC (End Poverty Innovation Challenge)
- Member of Advisory Board, Stage Six, LLC
- Member of Advisory Board, Chair of Finance Committee - Northeast Flavor
- Member of Board of Trustees, Member of Finance Committee - The RiverWoods Company
- Member of Executive Board, co-Chair of Academic Committee - Hospitality Finance and Technology Professionals, New England Chapter
- Member of Executive Board - Rosenberg International Franchise Center
- Founding Member, Treasurer, and Member of Board of Directors, Amazigh Cultural Association in America

PROFESSIONAL EXPERIENCE - ACADEMIC

UNIVERSITY OF NEW HAMPSHIRE

William Rosenberg Chair in Franchising (2013-present)

Peter T. Paul College of Business and Economics - Rosenberg International Franchise Center (10/2002–present)

Director (4/2017-present)

Co-Director (7/2013-3/2017)

Associate Director (10/2008 – 6/2013)

Senior Research Fellow (10/2002 – 10/2008)

Peter T. Paul College of Business and Economics - Department of Hospitality Management, (9/2007-present)

Interim Chair, Department of Hospitality Management (1/2022- 2/2022)

Interim Chair, Department of Hospitality Management (7/2013- 12/2013)

Associate Professor - Franchise and Hospitality Finance

PROFESSIONAL EXPERIENCE - BUSINESS

TRIANGLE INTERNATIONAL (2007-present)
Co-Founder and General Manager

SUMMIT REHABILITATION (2000–2005)
Co-Founder and Managing Partner

LUCENT TECHNOLOGIES (1996-2000)
Chief Financial Officer, InterNetworking Systems (\$2 billion in annual sales) (1997-2000)
Senior Finance Manager, Corporate Financial Planning and Analysis (1996-1997)

AT&T (1989-1996)
Manager, Financial Planning, Multimedia Products Group (\$10 billion in annual sales) (1995-1996)
Manager, Business Strategy and Planning, Global Consumer Services (1992-1995)
Business Analyst/Economist, Bell Laboratories / International Demand Analysis & Forecasting,
International Communications Services (1989-1992)

RECENT ACADEMIC PUBLICATIONS

Published:

- Starbird, G., Wilson, F., and Aliouche, E.H. (2021): “The Promise of Social Sector Franchising” in *Stanford Social Innovation Review*, Spring 2021
- Howard, J., Wilson, F. and Aliouche, E.H. (2020): “Providing Energy Solutions to India’s Bottom of the Pyramid Population” in *Carsey Perspectives*
- Howard, J., Wilson, F. and Aliouche E.H. (2020): “Kidogo: Addressing the Childcare Needs of Low-Income Families of East Africa” in *Carsey Perspectives*
- Schlenrich U. and Aliouche E.H. (2020): “To Market, To Market: An Independent Luxury Hotel’s Battle for Survival”, in *Case Studies in Global Entrepreneurship*, 3rd Edition
- Abbas H., Mahjoub S., Bonet-Fernandez D., Aliouche E.H. (Dec 2020): “The Role of Interpersonal Relations in Logistical Conflicts Resolution Between SMEs and Food Retailing Industry: The Case of Morocco”, in *Doing Business in Africa*, Palgrave Macmillan
- Aliouche E.H. (2019) “How Social Franchising Can Address Global Social Issues”, *International Journal of Franchising Law*, 17 (1)
- Aliouche E.H.; Bonet Fernandez D., Guechtouli, M.; Guechtouli, W. (2019) “Letting Go of the Oil Addiction: Oil, Entrepreneurship and Franchising in Algeria” – published in *Journal of Management Policy and Practice*
- Aliouche E.H.; Bonet Fernandez D. (2017) “Social Entrepreneurship and Franchising: A Panacea for Emerging Countries?” in G. Gendrikse, G. Cliquet, T. Ehrmann, J. Wndspurger (Ed.), *Management and Governance of Networks: Franchising, Cooperatives and Strategic Alliances*. Springer
- Aliouche E.H. (2017) “International Franchising: Optimal Market Selection” in Terry A., Hoy F. and Perrigot R. (editors), *The Edward Elgar Handbook on Franchising*
- Kalargyrou V., Aliouche E.H., Schlenrich U. (2017) “Antecedents and Consequences of Franchisee Satisfaction”, *Journal of Human Resources in Hospitality and Tourism*

- Aliouche E.H., Schlenrich, U. (2015) “Social Franchising” in Brookes, M. and Altinay, L. (editors), *Entrepreneurship in Hospitality and Tourism: A Global Perspective*, Goodfellow Publishers (United Kingdom), September 2015
- Aliouche E.H.; Bonet Fernandez D.; Chanut O.; Gharbi N. (2015) “Institutional Environments and the Internationalization of Franchise Chains: The Contrasting Cases of Three North African Countries.” *Journal of Applied Business Research*, 31(2), 417-436
- Aliouche E.H., (2015). “The Impact of the Global Financial Crisis on Country Attractiveness.” *Thunderbird International Business Review*. 57(1), 63-83.
- Aliouche E.H., Bianchi R., Drew M. (2014). “The Behaviour of Franchisor Stocks”. *Investment Management and Financial Innovations Journal*, 11(1), 8-18.
- Aliouche E.H., Barber N., Goodman R. (2013). “Lodging Executives’ Sentiment as a Leading Economic Indicator.” *Cornell Hospitality Quarterly*, Vol. 54(4), November, 406-415
- Aliouche E.H., Schlenrich U. (2013) “Franchising.” In Roy C. Wood, editor, *Key Concepts in Hospitality Management*, Sage Publications.
- Aliouche E.H., Kaen F.R., Schlenrich U. (2012) "The Market Performance of Franchise Stock Portfolios," *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 5: 791-809
- Aliouche E.H., Schlenrich U., Frazer L. (2012). “Internationalization Modeling: A Comparative Analysis of American and Australian Franchise Firms.” *Journal of Marketing Channels*, 19:77-97
- Aliouche E.H., Schlenrich U. (2011). “Towards a Strategic Model of Global Franchise Expansion.” *Journal of Retailing*, 87 (3, 2011), 345-365
- Aliouche E.H., Schlenrich U. (2011). “A Model of Optimal International Market Expansion: The Case of US Hotel Chains Expansion into China.” In *Contributions to Management Science: New Developments in the Theory of Networks: Franchising, Alliances and Cooperatives*, pp. 135-154, Springer Verlag (Germany)
- Aliouche E.H., Schlenrich U. (2009). “Does Franchising Create Value? – An Analysis of the Financial Performance of the US Public Restaurant Franchisors.” *International Journal of Hospitality and Tourism Administration*; 10 (2/2009), 93-108
- Aliouche E.H., Schlenrich U. (2009). “International Franchise Assessment Model: Entry and Expansion in the European Union.” *Entrepreneurial Business Law Journal*, 3 (2), 517-537

SELECTED PRESENTATIONS – ACADEMIC

- “*Finance and Circular Economy: A United States Perspective*” International Research Meeting in Business and Management (IRMBAM) - IPAG Business School, Nice (France), July 2022 (virtual conference)
- “*Realizing the Promise of Social Franchising*” UNH/IFA Social Franchising Conference, March 24, 2021
- “*Franchising in Emerging Countries: The Case of Algeria*” - presented at the 8th International Conference on Economics and Management of Networks, Havana (Cuba), November 2018

- “*Letting Go of the Oil Addiction: Oil, Entrepreneurship and Franchising in Algeria*” - presented at the 9th International Research Meeting in Business and Management, Nice (France), July 2018
- “*The Franchise Model: How to Accelerate Circular Economy Implementation in the Recycling Sector*” - presented at the Annual Conference of the 32nd International Society of Franchising, Quito (Ecuador), June 2018
- “*Selecting Optimal Expansion Markets in International Franchising*”, 8th International Research Meeting in Business and Management, Nice (France), July 2017
- “*Social Franchising in Emerging Markets*” International Workshop on Franchising & Distribution Networks in Emerging Countries (FDNEC), University de Lyon, St Etienne (France), May 2016.
- “*Social Franchising: A Panacea for Emerging Countries? The Case of Algeria*”, presented at the 2015 Annual Conference of Economics and Management of Networks, Cape Town, South Africa, December 2015
- “*The Global Financial Crisis and Country Attractiveness for US Franchise Firms.*” International Workshop on Franchising, Retail & Service Chains, Universite de Rennes 1 (France), June 2014
- “*Panel Session on Social Franchising*” International Workshop on Franchising, Retail & Service Chains, Universite de Rennes 1 (France), June 2014
- “*International Expansion Modeling: Application to U.S. and Australian Franchising Firms.*” Presented at the 24th International Society of Franchising Annual Conference, Sydney, Australia, June 2010
- “*A Model of Optimal International Market Expansion: The Case of US Hotel Chains Entry into China.*” Presented at the 4th Annual International Conference on Economics and Management of Networks, Sarajevo (Bosnia-Herzegovina), September 2009
- “*An Integrated Approach to International Franchise Expansion Modeling.*” Presented at the 23rd Annual Meeting of the International Society of Franchising, San Diego, CA, February 2009
- “*International Expansion Model: Linking Theory and Practice.*” Presented at the 2008 Annual North American Case Research Association Conference, Durham, NH, October 2008.
- “*International Franchise Assessment Model: Entry and Expansion into the European Union.*” Presented at the 2008 Seminar at Ohio State University, March 2008
- “*LMW – Where Do We Go from Here?*” Presented at the 2007 Annual Meeting of the North American Case Research Association, Keystone, CO, October 2007
- “*The Market Performance of Franchise Common Stocks: A Cost of Equity Perspective.*” Presented at the 3rd Annual International Conference on Economics and Management of Networks, Rotterdam (Netherlands), June 2007
- “*Current Trends in the Global Hospitality Industry.*” Presented at the Hospitality Finance Symposium, Whittemore School of Business and Economics, University of New Hampshire, April 2007
- “*The Risk-Return Performance of Franchise Portfolios.*” Presented at the 21st Annual Conference of the International Society of Franchising, Las Vegas, NV, February 2007

- “*Exploring a Franchise Opportunity.*” Presented at the 20th Annual Conference of the International Society of Franchising, Palm Springs, CA, February 2006
- “*Mitigating Risks in Internationalization Decisions.*” Presented at the 18th International Conference of the Association for Global Business, Newport Beach, CA, November 2006
- “*A Decision Analysis Framework for Internationalization.*” Presented at the 2006 Regional Meeting of the Academy for International Business – Northeast Region, Milton, MA, October 2006
- “*Franchising: Global Expansion Strategies*”. Presented at the International Franchising Symposium, Whittemore School of Business and Economics, University of New Hampshire, October 2006
- “*Hospitality Franchising Symposium.*” Whittemore School of Business and Economics, University of New Hampshire, March 2006
- “*To Franchise or Not to Franchise: An Independent Luxury Hotel Battle for Survival.*” Presented at the 20th Annual Conference of the International Society of Franchising, Palm Springs, CA, February 2006
- “*Does Franchising Create Value?*” Presented at the 19th Annual Conference of the International Society of Franchising, London (United Kingdom), May 2005
(winner of the Arthur Karp Research Award for Best Applied Research Paper in Franchising”)

SELECTED RECENT MEDIA CONTRIBUTIONS

- Social Franchising: You Can Have an Impact (with Marla Rosner – MSA Worldwide)
Franchising World | February 2023
- UNH RIFC 50 Franchise Index Finds Sector Has Strong Third Quarter
Business NH Magazine | November 23, 2022
- Franchise Index RIFC 50 Up 30 Percent in 2021
Franchise Times | March 29, 2022
- The RIFC 50 Index Recovers Strongly in 2021 Despite the Persistent Covid Pandemic
FranchisePipeline | February 24, 2022
- Franchise Stock Index Finds Franchise Brands Strongly Recovering
Franchising.com | May 19, 2021
- RIFC 50 Index Continues Strong Rebound in Q1 As Franchise Sector Prospects Markedly Improve
FranchisorPipeline.com | May 11, 2021
- UNH Franchise Index Predicts Uptick in Economy
Seacoastonline.com | May 6, 2021
- Franchise Industry Claws Its Way Back
Franchise Times | March 29, 2021
- UNH Franchise Index Ends 2020 On Positive Note
Business NH Magazine | March 8, 2021

- March 24 Webinar: Realizing the Promise Of Social Franchising
SocialSectorFranchising.org | March 8, 2021
- U.K., China Named Most Attractive Markets for International Growth
Franchise Times | October 13, 2020
- UNH Rosenberg International Franchise Center and IFA Social Sector Franchise Task Force to Host Free Virtual Conference Oct. 28, 2020
IFA SmartBrief.com | September 11, 2020
- UNH Develops Global Social Franchise Index
Business NH Magazine | January 16, 2020
- The 10 Most Attractive Countries for Franchising In 2019
Forbes | August 23, 2019
- Restaurant Traffic Returns to Negative in Q2, Reports Scoreboard
Franchise Times | August 20, 2019
- Franchise Brands Continue Outperforming S&P 500 Index
Franchising.com | August 2019
- Social Entrepreneurship And Franchising To The Rescue: Africa In Need Of New Solutions
Franchiseherald.com | June 28, 2019
- UNH Publishes Social Franchising Index Ranking 130 Countries
Franchising.com | June 26, 2019
- Africa In Need of New Solutions: Social Entrepreneurship And Franchising To The Rescue
Forbes | June 20, 2019
- Franchising For Good
SPARK 2019 | March 17, 2019
- Trouble Brewing in The Middle East: One Key Lesson Of The Arab Spring
Forbes | March 15, 2019
- How Franchising Can Help Countries Dealing with Unemployment
IFA SmartBrief.com | March 18, 2019
- Franchise Index Ends Tough Year Down 9.5 Percent
Franchise Times | March 1, 2019
- UNH Finds Franchising Sector Weathered 2018 Headwinds
Fosters.com | February 22, 2019
- China Or Canada? Which Is More Attractive as A Franchise Expansion Market?
Forbes | January 18, 2019
- Five Ways to Finance a Franchise
Entrepreneur Magazine | January 2019

- How Social Franchising Can Address Global Social Issues
Forbes | December 10, 2018
- UK, China Named Most Attractive Markets for International Growth
Franchise Times | November 9, 2018
- Top 10 International Expansion Markets for U.S. Franchises
Franchising.com | October 9, 2018
- Top International Expansion Markets for U.S. Franchises
Business NH Magazine | October 9, 2018
- Going Global? Choose Wisely
Franchising World | August 2018
- UNH Franchise Index Outperforms S&P 500
UnionLeader.com | April 25, 2018
- Franchise Sector Outperformed Overall Market in 2017
QSR Magazine | April 16, 2018