

2-23-2009

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Recommended Citation

Wright, Lori, "Aliouche Named Associate Director Of UNH Franchising Center" (2009). *UNH Today*. 23.
<http://scholars.unh.edu/news/23>

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February 23, 2009

DURHAM, N.H. – E. Hachemi Aliouche has been named associate director of the William Rosenberg International Center of Franchising at the University of New Hampshire.

"Hachemi Aliouche has become an integral part of the Rosenberg International Center of Franchising. As a senior research fellow, he has been instrumental in the center's research and analysis related to the Franchise 50 Index and its proprietary franchise financial database, which is now recognized as the most comprehensive database of its kind in the world. I am pleased to welcome him as associate director," said Dan Innis, dean of the Whittemore School of Business and Economics.

Aliouche has served as a senior research fellow at the center since its inception. He also is an associate professor of hospitality management. His primary research interests are the financial and economic aspects of franchising, new business venture development, business and economic forecasting, international business expansion, and the linkages between the macro economy, business performance and shareholder value creation.

Aliouche has more than 12 years of business experience, and has held senior management positions with leading global companies. He was the chief financial officer of a division of Lucent Technologies, the controller of a business unit of Avaya Communications, and the business planning manager of a \$10 billion division of AT&T. He is the winner of the Arthur Karp Award for "Best Applied Research Paper in Franchising" and the recipient of AT&T's "Spirit of Excellence" Award, AT&T's most prestigious award.

Aliouche holds a Ph.D. and a master's in economics from UNH, a mini-MBA from the Wharton School of the University of Pennsylvania, and a bachelor's in electrical engineering from UNH. He is a member of the board of trustees of the RiverWoods Company. He recently founded the UNH student chapter of the Hospitality Finance and Technology Professionals (HFTP) association, and he is the academic co-chairperson of HFTP's New England Hotel Chapter. He is a member of the International Society of Franchising, and of the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE).

"Hachemi has been instrumental in developing the research strategy at the Rosenberg Center. He is uniquely qualified as a result of his academic training, his top level managerial experience, and his ability to link theory with practice. His understanding of global businesses and markets has allowed the center to advance a research stream identified as of great importance by the franchise industry," said Udo Schlenrich, director of the Rosenberg Center.

The William Rosenberg International Center of Franchising (franchising.unh.edu) aims to explore and advance the understanding of franchising, which represents directly or indirectly more than 21 million jobs and \$2.3 trillion of the business conducted in the United States annually. The Center offers a franchising class for business students at the Whittemore School of Business and Economics and is actively involved in the communities of franchising, both to

gain information about current trends and challenges and to share insights and solutions. The Center interacts extensively with industry experts and the International Franchise Association (IFA) to produce timely and meaningful research reports. The Center maintains the Franchise 50 Index, an extensive financial database of publicly listed franchising corporations, and hosts the world's most comprehensive research bibliography on franchising.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea and space-grant university, UNH is the state's flagship public institution, enrolling 11,800 undergraduate and 2,400 graduate students.

PHOTO

A high-resolution photo of Hachemi Aliouche is available for download at:

<http://www.unh.edu/news/img/wsbe/Aliouche.jpg>.

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