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Transaction cost theory can be applied to a discussion of governance by viewing it as an alternative variant of the agency understanding of governance assumptions. It describes governance frameworks as being based on the net effects of internal and external transactions, rather than as contractual relationships outside the firm (i.e. with shareholders).

Governance and transaction cost theory

Ilijir Hajdini, Josef Windsperger Real options in franchise contracting: an application of transaction cost and real options theory, European Journal of Law and Economics 50, no.2 2 (Aug 2020): 313-337.

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Transaction cost economics suggests that the costs and difficulties associated with market transactions sometimes favor hierarchies (or in-house production) and sometimes markets as an economic governance structure. An intermediate mechanism, called hybrid or relational, between these two extremes has recently emerged as a new governance structure .

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Transaction Cost Economics (TCE) is one of the most established theories to address this fundamental question. Ronald H. Coase, in 1937, was the first to highlight the importance of understanding the costs of transacting, but TCE as a formal theory started in earnest in the late 1960s and early 1970s as an attempt to understand and to make empirical predictions about vertical integration (“the make-or-buy decision”).

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Thereafter the paper mainly emphasizes the applications of transaction cost economics to the study of governance, the object being to effect an economizing alignment between transactions, which differ in their attributes, and governance structures (firms, markets, hybrids, bureaus), which differ in their cost and competence.

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