



**23rd Annual Conference ~ February 12-14, 2009
Manchester Grand Hyatt ~ San Diego, California (USA)
Windsor BC (Meeting Room for all ISoF Events)**

Thursday, February 12, 2009

6:00 – 9:30 pm Pre-Conference Drinks and/or Dinner (Optional ISoF event)

Meet your ISoF colleagues in the Manchester Grand Hyatt “Grand Lobby Bar” between 6:00 and 7:00 p.m. for liquid refreshments, or join us at 7:15 p.m. at our dinner venue, the Dakota Grill & Spirits, 901 Fifth Street, San Diego, CA 92101, in the Downtown/Gaslamp area about .7 miles from the Manchester Grand Hyatt (619-234-5554).

Friday, February 13, 2009

7:45 – 8:30 am Registration and Continental Breakfast

8:30 – 8:45 am Chairs’ Welcome

Marko Grünhagen, 2009 ISoF Program Chair & Proceedings Editor
Associate Professor of Marketing, Eastern Illinois University (USA)

Cheryl R. Babcock, CFE, ISoF Executive Director & Arrangements Chair
Director, International Institute for Franchise Education (IIFE)
H. Wayne Huizenga School of Business and Entrepreneurship
Nova Southeastern University (USA)

8:45 – 10:00 am Session I: Franchisor-Franchisee Dynamics
Chair: Evelien Croonen, University of Groningen
(The Netherlands)

- 1. *Deviation from Standards and Information Withholding in Franchising Firms: The Role of Perceived Task Cohesion***
Assâad El-Akremiti, University of Toulouse 1 (France)
Karim Mignonac, University of Toulouse 1 (France)
Rozenn Perrigot, University of Rennes 1 CREM &
ESC Rennes School of Business (France)
- 2. *Independent Franchisee Associations: Antecedents to Social Identification***
Benjamin Lawrence, Boston University (USA)
Patrick J. Kaufmann, Boston University (USA)
- 3. *Dynamics of Decision Rights in Networks: from Franchising to Licensing***
Josef Windsperger, University of Vienna (Austria)
Stefan Leitmannslehner, University of Vienna (Austria)

10:00 – 10:15 am Energy Break

10:15 – 11:30 am Session II: Franchise Regulation
Chair: Thomas Ehrmann, University of Münster (Germany)

4. *One for All: A Survey of Franchise Trade Associations' Service to Members and Their Role in Regulation*
Elizabeth Crawford Spencer, Bond University (Australia)
5. *The Effect of Regulatory Uncertainty on Organizational Form Decisions: Evidence from Within the Firm*
Nathan Wilson, University of Michigan (USA)
Francine Lafontaine, University of Michigan (USA)
Rozen Perrigot, University of Rennes 1 CREM &
ESC Rennes School of Business (France)
6. *Can Franchise Agreements Provide for Relief Against Franchisor Failure in the Context of the Common Law?*
Jenny Buchan, University of New South Wales (Australia)

11:30 – 11:45 am Energy Break

11:45 – 1:00 pm Session III: Internal Franchise Firm Strengths
Chair: Elizabeth Crawford Spencer, Bond University (Australia)

7. *Benefits of Inner Strength for Franchise System Expansion*
Thomas Ehrmann, University of Münster (Germany)
Brinja Meiseberg, University of Münster (Germany)
8. *Retail Franchisors Reap Superior Benefits through Internal Co-branding*
Owen Wright, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)
9. *Firm Advantages as Determinants of the U.S. Franchise Industry's International Expansion: An Update*
Faye S. McIntyre, University of West Georgia (USA)
Joyce A. Young, Indiana State University (USA)

1:00 – 2:15 pm Networking Lunch (ISoF Registered Attendees)

2:15 – 3:30 pm Session IV: Multi-Unit Franchising
Chair: Pat Kaufmann, Boston University (USA)

10. *An Introspective Examination of Single-Unit versus Multi-Unit Franchisees*
Rajiv P. Dant, University of Oklahoma (USA)
Scott K. Weaven, Griffith University (Australia)
Ivan I. Lapuka, University of Oklahoma (USA)
Brent L. Baker, University of South Florida (USA)
Hyo Jin (Jean) Jeon, University of Oklahoma (USA)

11. *Multi-Unit Ownership Strategy in Franchising*

Josef Windsperger, University of Vienna (Austria)
Dildar Hussain, University of Vienna (Austria)

12. *Internationalization, Plural Form and Risk in Franchising: A Bi-Country Analysis of U.S. and French Networks*

Rozenn Perrigot, University of Rennes 1 CREM &
ESC Rennes School of Business (France)
Sevgin Eroglu, Georgia State University (USA)

3:30 – 3:45 pm Energy Break

3:45 – 5:00 pm Session V: Regulatory & Environmental Factors in Franchising

Chair: William Slater Vincent, Life University (USA)

13. *How Can Regulation Be Enhanced? New Perspectives on the Causes and Continuation of Franchising Conflict in Australia*

Scott Weaven, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)
Jeff Giddings, Griffith University (Australia)

14. *How Hard Should It Get? Performance of Soft and Hard Franchise Systems in Different Environments*

Maryse Brand, University of Groningen (The Netherlands)
Evelien Croonen, University of Groningen (The Netherlands)

15. *Issues with Prior Disclosure as a Regulatory Strategy for Franchise Protection*

Andrew Terry, University of New South Wales (Australia)
Yun Zhang, University of New South Wales (Australia)

Saturday, February 14, 2009

8:00 – 8:30 am

Continental Breakfast

8:30 – 9:45 am

Session VI: Entrepreneurship, Small Business and Innovation in Franchising

Chair: Rozenn Perrigot, University of Rennes 1 CREM & ESC Rennes School of Business (France)

16. *Dispelling Franchising Myths: Franchisors and Franchisees as Entrepreneurs*

Lola Dada, University of Surrey (UK)

Anna Watson, London College of Fashion (UK)

David Kirby, The British University in Egypt (Egypt)

17. *Is the Franchising Model Attractive to Independent Small Business Operators?*

Stephen Bennett, Griffith University (Australia)

Lorelle Frazer, Griffith University (Australia)

Scott Weaven, Griffith University (Australia)

18. *Franchising and Innovation*

Audhesh Paswan, University of North Texas (USA)

Derrick D'Souza, University of North Texas (USA)

Mohammad Ali Zolfagharian, University of Texas (USA)

9:45 – 10:00 am

Energy Break

10:00 – 11:15 am

Session VII: Panel on Teaching Franchising: Perspectives on Programs, Formats & Teaching Materials

Chair: Marko Grünhagen, Eastern Illinois University (USA)

Cheryl R. Babcock, CFE, IIFE, Nova Southeastern University (USA)

John Clarkin, College of Charleston (USA)

Elizabeth Crawford Spencer, Bond University (Australia)

Kathryn B. Morgan, CFE, IFA Educational Foundation (USA)

Rozenn Perrigot, University of Rennes 1 CREM &

ESC Rennes School of Business (France)

11:15 – 11:30 am

Energy Break

11:30 – 12:45 pm Session VIII: Franchise Expansion
Chair: Anna Watson, London College of Fashion
(United Kingdom)

- 19. *An Integrated Approach to International Franchise Expansion Modeling***
E. Hachemi Aliouche, University of New Hampshire (USA)
Udo A. Schlenrich, University of New Hampshire (USA)
- 20. *A Study of Key Factors Influencing International Franchisors' Entry Modes into China***
Mingxia Zhu, University of International Business and Economics (China)
Zhiqiong (June) Wang, University of New South Wales (Australia)
Hong Quan, Northumbria University (UK)
- 21. *Franchising and International Expansion of Hotel Chains***
Ilan Alon, Rollins College (USA)
Liqiang Ni, University of Central Florida (USA)
Youcheng Wang, University of Central Florida (USA)

**12:45 – 2:15 pm Networking Lunch (ISoF Registered Attendees), Awards,
and Closing Remarks**

Presentation of ISoF Best Paper Award & Best Reviewer Award

These awards are sponsored annually by the International Society of Franchising. An ISoF selection committee chooses what they determine to be the best research paper presented at the 2009 ISoF Conference as well as the 2009 ISoF best reviewer, and present these prestigious awards to their peers along with a commemorative plaque.

Marko Grünhagen, 2009 ISoF Program Chair & Proceedings Editor
Associate Professor of Marketing, Eastern Illinois University (USA)

ISoF Business Meeting & Outlook to the 2010 ISoF Conference in Australia

Cheryl R. Babcock, CFE, ISoF Executive Director and IIFE Director,
Nova Southeastern University (USA)
Jenny Buchan, University of New South Wales (Australia)
Lorelle Frazer, Griffith University (Australia)
Elizabeth Crawford Spencer, Bond University (Australia)

**3:15 pm Meet for ISoF Social Activity ~ Harbor Cruise
(Optional Event—\$20.00/person)**

ISoF Individual Papers and CD of ISoF Proceedings from 1986-2009
are available for purchase. For additional information, visit the ISoF website at:
www.huizenga.nova.edu/franchise and click on the *International Society of Franchising*, or
contact Cheryl R. Babcock, CFE at +1 (954) 262-5071 or babcockc@nsu.nova.edu.