

**2003 International Society of Franchising  
17th Annual Conference  
*Building International Bridges to Success*  
Marriott Riverwalk Hotel  
San Antonio, Texas  
February 15 - February 16, 2003**

**Co-Program Chairs and Proceedings Editors  
Doug Haines  
University of Idaho**

**Frank Wadsworth  
Indiana University Southeast**

**Co-Chair  
Robert Stassen  
University of Arkansas**

**Executive Director and Arrangements Chair  
Cheryl R. Babcock, CFE**

**1. The Efficiency of French Franchised Hotel Networks: A DEA Application**

Gérard Cliquet, Université de Rennes 1, France  
Rozenn Perrigot, Université de Rennes 1, France

**2. Market Saturation, Intangible Assets and Agency Problems: The Internationalization of Spanish Franchising**

Begoña López Fernández, Universidad de Oviedo, Spain  
Manuel González-Díaz, Universidad de Oviedo, Spain

**3. Dimensions of Plural Franchising Arrangements: Insights from Franchisors**

Scott Weaven, Griffith University, Australia

**4. Structural and Strategic Dynamics in Franchising**

Rajiv P. Dant, Clarkson University  
Patrick J. Kaufmann, Boston University

**5. Plural Forms in Store Networks: Explaining the Gap Between the Observed Proportion of Franchised Units and the Targeted One**

Thierry Penard, University of Rennes 1, France  
Gérard Cliquet, University of Rennes 1, France

**6. Cross-National Comparison of the Franchise Contract Provisions: Findings from the U.S.A. and Finland**

Jenni Torikka, University of Jyväskylä, Finland  
Mika Tuunanen, University of Jyväskylä, Finland  
Robert T. Justis, Louisiana State University

**7. Legislating Territorial Protection in Franchising: An Economic Analysis**

Roger D. Blair, University of Florida  
Francine Lafontaine, University of Michigan Business School

**8. Contract Duration: Evidence from Franchise Contracts**

James A. Brickley, University of Rochester  
Sanjog Misra, University of Rochester  
R. Lawrence Van Horn, University of Rochester

**9. How Do Franchisors with International Operations Differ? An Empirical Examination**

B. Elango, Illinois State University

**10. A Survey of Franchising in China**

Ke Bian, University of New South Wales, Australia  
Ilan Alon, Rollins College

**11. An Empirical Investigation of Innovation with Business Strategy, Firm Structure, the Containing Environment and Financial Performance in Franchised Firms**

Richard J. Judd, University of Illinois-Springfield  
John Palmer, University of Illinois-Springfield

**12. Plural Form Networks and Innovation: A Proposition of Two Models of the Innovation Process**

Gérard Cliquet, University of Rennes 1, France  
Nguyen Minh Ngoc, University of Rennes 1, France

**13. Multi-Unit Franchisee Ownership Study**

Frank H. Wadsworth, CFE, Indiana University Southeast  
Kathryn Boe Morgan, IFA Educational Foundation

**14. Second Generation Franchisee Study**

Frank H. Wadsworth, CFE, Indiana University Southeast  
Kathryn Boe Morgan, IFA Educational Foundation

**15. Comparing Response Rates for Franchisee Survey Methods**

Frank H. Wadsworth, CFE, Indiana University Southeast  
Douglas C. Haines, CFE, University of Idaho

**16. Entrepreneurial Teams, Intellectual Capital Acquisition and Knowledge Management – New Perspectives on Franchising as a Small Business Growth Strategy**

John Stanworth, University of Westminster, England  
Simon Healeas, University of Westminster, England  
David Purdy, University of Westminster, England  
Anna Watson, University of Surrey, England  
Celia Stanworth, University of Greenwich, England

**17. Franchise Systems and Knowledge Management**

Audhesh Paswan, University of North Texas  
C. Michael Wittmann, University of North Texas

**18. Speak Softly and Work Hard: Communication Satisfaction and Its Effect on Productivity in Franchised Lodging Chains**

Brian Tyrell, University of Nevada Las Vegas  
Skip Swerdlow, University of Nevada Las Vegas  
Wesley Roehl, Temple University

**19. Relational Norms and Franchisee Reaction to Franchisor Web Sites**

C. M. Sashi, Florida Atlantic University  
Bay O'Leary, Barry University

**20. Earnings Claims: How Much Money Can I Make?**

Robert T. Justis, Louisiana State University  
William Slater Vincent, Kennesaw State University

**21. Disclosing the Activities of Franchisors**

Robert T. Justis, Louisiana State University  
Mika Tuunanen, University of Jyvaskyla, Finland  
Ye-Sho Chen, Louisiana State University  
Gary J. Castrogiovanni, University of Tulsa

**22. How Franchisors Choose Franchisees: A Comparison of Prospective Franchisee Evaluation Criteria**

John E. Clarkin, University of South Carolina  
Steven M. Swavely, GrowWare Diagnostics

**23. Retail Franchising as an Entry Mode in Eastern European and Russian Markets in Transition: Literature Review and Research Perspective**

Karine Picot-Coupey, Université de Rennes 1, France  
Gérard Cliquet, Université de Rennes 1, France

**24. Fast Food Chains In Europe: The Cases of France and Spain**

Begoña López Fernández, Universidad de Oviedo, Spain  
Rozenn Perrigot, Université de Rennes 1, France

**25. Franchising in Greece: Current Issues and Future Trends**

Irini Dimou, University of Surrey, England  
Aris Ikkos, JBR Hellas Ltd., Greece

**26. The Role of Franchising in African Economic Development**

Eckhard Siggel, Concordia University, Canada  
Perry Maisonneuve, Northern Lights Franchise Consultants, Canada  
Emmanuelle Fortin, Concordia University, Canada

**27. The Franchise Baseline 2002 - A Census of the South African Franchising Sector**

Anita du Toit, Franchising Plus, South Africa