

**2008 International Society of Franchising
22nd Annual Conference
Palais du Grand Large
Saint-Malo, Brittany, France
June 20 - June 21, 2008**

**2008 Conference Chair and Proceedings Editor:
Gérard Cliquet
Director of CREM
University of Rennes 1**

1. The Commitment-trust Theory as a Franchising Relationship Foundation: Case Study Evidence from Australia and New Zealand

Anthony Grace, Griffith University
Owen Wright, Griffith University
Lorelle Frazer, Griffith University

2. Managing the Franchisor-Franchisee Relationship: A Relationship Marketing Perspective

Anna Watson, University of Surrey
Richard Johnson, Global Marketing Link Ltd.

3. Franchisee Personality Traits, Gender and Multi-Unit Structure as Predictors of Franchisee-Franchisor Relationship Strength

Rajiv P. Dant, The University of Oklahoma
Scott K. Weaven, Griffith University
Carmel Herington, Griffith University

4. Impacts of US-based Franchising in Developing Countries: A Middle-Eastern Consumer Perspective

Marko Grünhagen, Eastern Illinois University
Liesl Riddle, The George Washington University
Susie Pryor, Washburn University
Carl L. Witte, Roosevelt University

5. Franchising in India: An Evolutionary Perspective

Audhesh K. Paswan, University of North Texas

6. Asia's Next Franchising Frontier: Good Morning Vietnam!

Andrew Terry, University of New South Wales

7. Does Multi-unit Franchising Aid Differentiation? An Exposition

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Richard L. Priem, University of Wisconsin-Milwaukee
Abdul A. Rasheed, The University of Texas at Arlington

8. Improving Customer Satisfaction through Personalization: The Case of Fast-food Franchises

Odile J. Streed, Concordia College

9. Interpreting Earnings Claims Information: Information Quantity and Transparency

Frank Wadsworth, CFE, Indiana University Southeast
William Slater Vincent, JD/MBA, Mercer University

10. The Franchise Ownership Structure Puzzle

E. Hachemi Aliouche, Ph.D., University of New Hampshire
Udo Schlenrich, Ph.D., University of New Hampshire

11. Organizational Form and Performance: Evidence from the Hotel Industry

Renáta Kosová, Cornell University
Francine Lafontaine, University of Michigan
Rozenn Perrigot, University of Rennes 1, France

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Dr. Thomas Ehrmann, University of Münster, Germany
Brinja Meiseberg, University of Münster, Germany

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Vanesa Solis-Rodriguez, University of León, Spain
Manuel Gonzalez-Diaz, University of Oviedo, Spain

14. Effective Disclosure in the Regulation of Franchising

Elizabeth C. Spencer, Bond University, Australia

15. Balance of Power, Certainty and Discretion in the Franchise Relationship: An Analysis of Contractual Terms

Elizabeth C. Spencer, Bond University, Australia

16. Transparency of U.S. Franchise System Earnings Claims

Frank H. Wadsworth, Ph.D., Indiana University Southeast
Maree C. Chetwin, B.A., LL.B., University of Canterbury, New Zealand

17. What Prospective Franchisees are Seeking

Stephen Bennett, Griffith University
Lorelle Frazer, Griffith University
Dr. Scott Weaven, Griffith University

18. Psycho-Social Predictors of Franchisee Success and Implications for Selection

Greg Nathan, CEO, Franchise Relationships Institute
Chris Jackson, University of NSW
James Allen, University of Queensland

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Ramirez Hurtado, Jose Manuel, University Pablo de Olavide of Seville, Spain
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20. Exploring the Implications of Franchisees' Entrepreneurial Proclivity: A Research Framework

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21. Human Resource Policies in the Plural Form

Maryse Brand and Evelien Croonen, University of Groningen

22. The Entrepreneurial Behaviours of Franchisees: Evidence from U.K. Franchise Systems

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Anna Watson, University of Surrey, U.K.
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Dianne H.B. Welsh, University of North Carolina
Peter V. Raven, Seattle University

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Lambert Scheer, Saarland University, Germany
Joachim Zentes, Saarland University, Germany

25. Identifying Stakeholder Effect in Restaurant Franchisors

Roger W. Hutt, Ph.D., Arizona State University

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Patrick J. Kaufmann, Boston University
CB Bhattacharya, Boston University
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Jenni Torikka, Finnish Franchising Association
Mika Tuunanen, University of Kuopio, Finland

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Enrique Carlos Diez-de Castro, University of Seville, Spain
Antonio Navarro-Garcia, University of Seville, Spain
Carlos Rodríguez Rad, University of Seville, Spain
Francisco Javier Rondan-Cataluña, University of Seville, Spain

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Kenneth Billot, Griffith University

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Jenny Buchan, University of New South Wales

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Eugene Roh, Ph.D., Central Michigan University
Kyu Wan Choi, Ph.D., Purdue University
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Josef Windsperger, University of Vienna
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35. Synergistic Growth in Franchising: Evidence from Real Estate Brokerage

Susan Flint-Hartle, PhD, Massey University, New Zealand
Anne de Bruin, PhD, Massey University, New Zealand

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Laura Lucia Palacios, University Of Zaragoza, Spain
M^oVictoria Bordonaba Juste, University Of Zaragoza, Spain
Yolanda Polo Redondo, University Of Zaragoza, Spain

37. Managing the Risk for International Franchise Expansion

Bill Merrilees, Griffith University
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38. Franchisee Satisfaction among Food Franchisees

Adele Berndt, University of Johannesburg, South Africa

39. Franchisees' Retail Premises Occupancy Models in Australia; The Rights and the Risks

Jenny Buchan, University of New South Wales
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40. Do Multi-unit Franchisees Gain More?

Susana López-Bayón, University of Oviedo, Spain
Begoña López-Fernández, University of Oviedo, Spain