

**2013 International Society of Franchising
27th Annual Conference
International Institute for Franchise Education
H. Wayne Huizenga College of Business and Entrepreneurship
Beijing Normal University, Zhuhai (BNUZ)
Zhuhai, Guangdong Province, China
March 13 - March 16, 2013**

**2013 Conference Co-chairs and Proceedings Editors
Marko Grünhagen, Ph. D. & Robert Stassen, Ph.D.**

1. Institutional Environments and the Internationalization of Franchise Chains: the Contrasting Cases of North African Countries

Odile CHANUT, University of Aix-Marseille
Nadjoua GHARBI, BP n°25 C. Constantine S.M.K. 25004
Dominique BONET FERNANDEZ, IPAG LAB and CRET-LOG (AMU)

2. Franchise Environment in Saudi Arabia

Mona Mohammed Alharbi, Exeter University

3. The Choice of Governance Modes of International Franchise Firms An Integrative Model

Maria Jell-Ojobor, University of Vienna
Josef Windsperger, University of Vienna

4. Assessing the Threat of Free Riding Through Attributions of Franchise Service Encounters

Seema Pai, Boston University,
Patrick J. Kaufmann, Boston University

5. Profiling USA Based Fast Food Franchise Chains: A Cross National Comparison

Rajiv P. Dant, The University of Oklahoma
Hyo Jin (Jean) Jeon, University of Nevada-Reno
Josef Windsperger, University of Vienna
Nada Mumdziev, University of Vienna

6. One-Enterprise-Multi-Brand-Hybrid-Franchise Pattern - The Case of Cabbeen Clothing (China) Co., Ltd.

Lu Jianbao, Sun Yat-sen University
Tang Ziheng, Sun Yat-sen University
Leng Ting, Sun Yat-sen University

7. Franchisees' Financial Constraints and Franchisors' Franchising Decisions

Ying Fan, University of Michigan
Kai-Uwe Kühn, University of Michigan
Francine Lafontaine, University of Michigan

8. Signaling the Value of a Business Concept: Evidence from a Structural Model with Brazilian Franchising Data

Muriel FADAIRO, Université de Lyon
Cintya LANCHIMBA, Université de Lyon

9. The Behaviour of Franchisor Stock Prices

E. Hachemi Aliouche, University of New Hampshire
Robert J. Bianchi, Griffith University
Michael E. Drew, Griffith University

10. Deriving Meaning for Social Franchising from Commercial Franchising and Social Enterprise

Elizabeth Crawford Spencer, Bond University

11. Social Franchising: A New Paradigm for a Global Challenge

Dr. Benjamin C. Litalien, CFE, University of Maryland University College

12. Social Franchising Formation: A Systems Approach that Enhances Formation to Resolve Issues Created by the Financial Crises

Fiori A. Zafeiropoulou, Seattle University - City College

13. Insisting too Much on Network Uniformity in the French Market: A Potential Risk of Requalification of the Franchise Contract

Rozenn PERRIGOT, University of Rennes
Guy BASSET, University of Rennes
Danièle BRIAND-MELEDON, University of Rennes
Gérard CLIQUET, University of Rennes

14. The Franchise Seesaw: Thoughts on the Balance of Power and Control in Australian Franchises

Courtenay Atwell, University of New South Wales
Jenny Buchan, University of New South Wales

15. Determinants of the Evolution of Cooperation in Franchising Networks

Thomas Ehrmann, Westfälische Wilhelms-Universität Münster
Michael Kopel, University of Graz
Brinja Meiseberg, Westfälische Wilhelms-Universität Münster

16. The Impact of Decentralization and Trust on Network Performance: The Case of Franchising

Marc Florian Herz, University of Vienna
Clemens Hutzinger, University of Vienna
Haris Seferagic, University of Vienna
Josef Windsperger, University of Vienna

17. How Do Franchisees Assess Their Franchisors Trustworthiness? An Empirical Study

Dr. Evelien P.M. Croonen, University of Groningen
Dr. Maryse J. Brand, University of Groningen
Dr. Thijs L.J. Broekhuizen, University of Groningen

18. Trust and Multi-unit Ownership in Franchising A Relational Governance Perspective

Josef Windsperger, University of Vienna
Dildar Hussain, 2, rue Robert d'Arbrissel

19. Exploring the Role of Ownership Structures in the Results of Professional Healthcare Franchises from a Multi-Actor Perspective

Karlijn J. Nijmeijer MSc, Erasmus Universiteit Rotterdam
Isabelle N. Fabbricotti PhD, Erasmus Universiteit Rotterdam
Prof. Robbert Huijsman PhD MBA, Erasmus Universiteit Rotterdam

20. Meeting the Challenges for Franchising in Developing Countries: the Vietnamese Experience

Nguyen Ba Binh, The University of New South Wales
Andrew Terry, The University of Sydney

21. Knowledge Management in International Franchise Networks

Audhesh Paswan, University of North Texas
Derrick DSouza, University of North Texas
Retno Tanding Suryandari, University of North Texas

22. Performance in Distribution Systems: What Is the Influence of the Upstream Firms Organizational Choices?

Muriel FADAÏRO, Université de Lyon
Cintya LANCHIMBA, Université de Lyon

23. LEARNING AND PERFORMANCE: THE CASE OF FRANCHISING

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

24. The Effect of Franchising on Firm Growth: An Empirical Analysis from China

Li Hao, Beijing Normal University
Zhao Yu, Beijing Normal University