

**2004 International Society of Franchising  
18th Annual Conference  
MGM Grand Hotel & Casino  
Las Vegas, Nevada  
March 6 - March 7, 2004**

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**1. Survival of Franchising Networks in France from 1992 to 2002**

Rozenn Perrigot, Université de Rennes 1, France  
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**2. Global E-Business, International Franchising, and Theory of Netchising: A Research Alliance of East and West**

Ye-Sho Chen, Louisiana State University  
Robert Justis, Louisiana State University  
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**3. The Impact of Franchising on the Return on Equity of Chains in the Restaurant Sector**

Ilan Alon, Rollins College  
Ralph Drtina, Rollins College  
Jim Gilbert, Rollins College

**4. Entry Mode Choice: The Case of Franchising**

Krista Duniach-Smith, Universit  Montpellier I, France

**5. Structuring Corporate Headquarters: An Investigation of Franchising**

Jane Yang, Louisiana State University  
Robert Justis, Louisiana State University

**6. An Empirical Analysis of Territorial Encroachment within Franchised and Company-Owned Branded Chains**

Arturs Kalnins, University of Southern California

**7. Knowledge Assets and the Governance Structure of Franchising Firms**

Josef Windsperger, University of Vienna, Austria

**8. Contract Design and Range of Services in Franchising: An Empirical Contribution to the Effect of Incentives and Reputation**

Thomas Ehrman, University of Muenster, Germany

**9. Multiple Unit Franchising: Australian Revelations**

Scott Weaven, Griffith University, Australia  
Lorelle Frazer, Griffith University, Australia

**10. The Importance of Laws in the Development of Franchise Business in Emerging Markets: The Tunisian Case**

Beligh Ghedira, Direction des Achats Magasin Général, Tunisia  
Rozenn Perrigot, Université de Rennes 1, France

**11. Franchising in Russia—Contemporary Overview with Empirical Observations**

Noora Anttonen, University of Jyväskylä, Finland  
Mika Tuunanen, University of Jyväskylä, Finland

**12. Franchise Selection Processes: A Preliminary Investigation of the Decisional Criteria Used by Franchisees**

Roger Johns, University of North Texas  
Audhesh K. Paswan, University of North Texas  
David Strutton, University of North Texas

**13. Franchisors' Websites: Documenting Promotional Activities**

Joyce Young, Indiana State University  
Faye McIntyre, State University of West Georgia  
Audhesh K. Paswan, University of North Texas

**14. Are Franchisees Potential Competitors? A Study of Franchisees Who Exit the System but Continue Operating**

Lorelle Frazer, Griffith University, Australia

**15. Matching Franchisor-Franchisee Roles and Competencies**

Jolene Lim, Southern Cross University, Australia  
Lorelle Frazer, Griffith University, Australia

**16. The Future of Franchising in a Mature Sector: An Australian Perspective**

Owen Wright, Griffith University, Australia  
Lorelle Frazer, Griffith University, Australia

**17. Sex Discrimination in the City: Perceptions of the Differences in Between Treatment of Men and Women in U. S. Franchised Hotel Chains**

Christian Hardigree, University of Nevada—Las Vegas  
Brian Tyrrell, University of Nevada—Las Vegas  
Skip Swerdlow, University of Nevada—Las Vegas  
Wesley S. Roehl, Temple University

**18. Franchising, Relational Contracts and the Vibe**

Andrew Terry, University of New South Wales, Australia

**19. Social Franchising as Organisational Format – An Overview**

Anita Du Toit, Franchising Plus, South Africa