

**2009 International Society of Franchising
23rd Annual Conference
Manchester Grand Hyatt
San Diego, California
February 12 - February 14, 2009**

**2009 Conference Chair and Proceedings Editor:
Marko Grünhagen
Associate Professor of Marketing
Eastern Illinois University
Charleston, Illinois**

1. Deviation from Standards and Information Withholding in Franchising Firms: The Role of Perceived Task Cohesion

Assâad El-Akremit, 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)

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)
Rozenn 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)

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)

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)

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)

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)

19. An Integrated Approach to International Franchise Expansion Modeling

E. Hachemi Aliouche, University of New Hampshire (USA)
Udo A. Schlentrich, 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)