

**2005 International Society of Franchising
19th Annual Conference
University of Westminster
London, United Kingdom
May 20 - May 22, 2005**

**2005 Program Chair and Proceedings Editor
John Stanworth
University of Westminster**

**2005 Conference Organizer
Stewart Brodie
University of Westminster**

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

1. Beyond Entry: Examining McDonald's Expansion in International Markets

Francine Lafontaine, University of Michigan
David Leibsohn, University of Michigan

2. Franchising in the New China: The Regulatory Environment for Foreign Investors

Andrew Terry, University of New South Wales
Zhiqiong (June) Wang, University of New South Wales

3. The Effectiveness of Contractual Self-Enforcement and Implications for the Governance Structure of Franchising Firms

Olivier Cochet, University of Münster
Thomas Ermann, University of Münster

4. Entrepreneurial Franchise ventures: US and European Failure, Strategic Perspectives and Empirical Investigation

Stevan Holmberg, American University - Washington
Kathryn Boe Morgan, IFA Educational Research Foundation

5. IS and Business Excellence in Franchising

Julie Falls-Anderson, University of Canterbury, New Zealand

6. Location and Marketing Strategies: An Empirical Observation in the Hotel Industry

Rozenn Perrigot, University of Rennes I
Gérard Cliquet, University of Rennes I

7. Pizzas to Burgers: A Franchisee Diversifies

Patricia Bocanegra, University of Texas at El Paso
Frank Hoy, University of Texas at El Paso

8. The El Paso Restaurant Attrition Study - Vol. 14

Wilke English, University of Mary Hardin-Baylor

9. New Directions in International Franchising Regulation

Wilke English, University of Mary Hardin-Baylor

10. A Comparison of Company-Owned and Franchised Fast Food Outlet Performance: Insights from Health Inspection Scores

Roy Beheler, Washington University
Seth Norton, Wheaton College
Kabir Sen, Lamar University

11. Seven Years After: Turbulence in the Slovenian Franchising

Igor Pavlin, International Enterprise Center

12. Institutional Structure of Franchising Firms in Hungary

Maria Jell, University of Vienna
Eva Kocsis, University of Budapest
Josef Windsperger, University of Vienna

13. Franchising and Intellectual Capital: A Franchisee's Perspective

Anna Watson, University of Surrey
John Stanworth, University of Westminster

14. The Spatial Expansion of Franchising Systems in the U. K.: An Exploratory Study

Juliet Cox, University of Surrey

15. CRM and Franchise Systems

Audhesh Paswan, University of North Texas
Adele Berndt, University of Johannesburg

16. Three Years Hence: Case Studies of Franchise Ownership Change

John Clarkin, College of Charleston

17. An Exploratory Comparison of Dining Experience: Chain vs. Independent Restaurants

Joyce Young, Indiana State University
Faye McIntyre, State University of West Georgia

18. Entrepreneurial Autonomy, Incentives and Relational Governance in Franchise Chains

Olivier Cochet, University of Münster
Julian Dormann, University of Münster
Thomas Ehrmann, University of Münster

19. Contractibility and the Ownership Redirection in Franchising: A Property Rights' View

Josef Windsperger, University of Vienna
Rajiv Dant, Clarkson University

20. Franchisor Failure in Australia: Impact on Franchisees and Potential Solutions

Jenny Buchan, University of New South Wales

21. Executive Insights: Analyzing Market Opportunities for Franchising in the Philippines

Ilan Alon, Rollins College
Mark Munoz, Rollins College

22. Regulating Franchising in Australia

Liz Spencer, Bond University

23. Effectiveness of the Finnish Franchisee Training: Findings from a Follow-up Study

Jenni Torikka, University of Jyväskylä
Mika Tuunanen, University of Jyväskylä

24. An Illustrative Application of Multi-Unit Site Selection Incorporating Unidentified Competition and Opening Delays

Pat Kaufmann, Boston University
Naveen Donthu, Georgia State University
Charles Brooks, Quinnipiac University

25. Earnings Claims: To Be or Not to Be, That is the Question

William Slater Vincent, Oglethorpe University
Frank Wadsworth, Indiana University-Southeast

26. The Internet and Conflict in Franchised Distribution Channels

C. M. Sashi, Florida Atlantic University

27. Interstore and Intermarket Distances, Monitoring Costs and the Uses of Company-Owned Outlets in United States Franchised Restaurant Systems

Robert Stassen, University of Arkansas

28. The Attraction, Recruitment and Retention of Franchising Professionals to an Underdeveloped Region

Garret Ross, Delta State University
Jamyne Long, University of Southern Mississippi

29. Exploring a Franchise Opportunity: A) Can This Idea Be Franchised? And B) Launching a Pilot Unit

Udo Schlenrich, University of New Hampshire
Hachemi Aliouche, University of New Hampshire
Margaret Naumes, University of New Hampshire

30. Franchising: The Entrepreneurial Paradox

Lola Ajayi-Obe, University of Surrey
David Kirby, University of Surrey
Anna Watson, University of Surrey

31. Are Churches Franchises?

Wilke English, University of Mary Hardin-Baylor

32. Market Orientation in Franchise Networks: A Top-Down Analysis

Claire Gauzente, University of Angers

33. A Longitudinal Peek at Assessing the Correlates of Performance in Franchised Channels of Distribution

Rajiv Dant, Clarkson University
Manish Kacker, Tulane University
Anne Coughlan, Northwestern University
Jamie Emerson, Clarkson University

34. Conceptual Framework for the Performance of Franchising Networks

Nina Gorovaia, Cyprus College, Nicosia

35. The Perception of Korean-American Entrepreneurs: An Analysis of Problems and Reasons for Change

Yang Huo, Utah Valley State College

36. Exploratory Strategic Failure Management Process Model: Franchisee Failure Path-Dependency and Empirical Evidence

Stevan Holmberg, American University
Kathryn Boe Morgan, IFA-ERF

37. The Efficiency of an Organizational Form: The Case of Franchising

Steven Michael, University of Illinois

38. Network as an International Enterprise Strategy

Anna Wróbel, Warsaw School of Economics

39. Improvement of the Franchising Management of Petroleum Products

Paul Alexandru, University of Quebec
Ion Stancioiu, University of Bucharest

40. Does Franchising Create Value? An Analysis of the Financial Performance of U. S. Public Restaurant Firms

Hachemi Aliouche, University of New Hampshire
Udo Schlenrich, University of New Hampshire

41. Explaining Franchisors' Choices of Organizational Forms within Franchise Systems

Vinay Garg, Southwest Missouri State University
Abdul Rasheed, University of Texas at Arlington
Richard Priem, University of Wisconsin - Milwaukee

42. The Effect of Plural Form on the Innovation Climate of Store Networks: The Mediator Role of Mutual Learning

Minh-Ngoc Nguyen, University of Rennes I
Gérard Cliquet, University of Rennes I

43. Drivers and Barriers to International Expansion by Australian Franchisors

Lorelle Frazer, Griffith University

Bill Merrilees, Griffith University

Scott Weaven, Griffith University

44. Strategy and Docility in Franchise Organizations

Ye-Sho Chen, Louisiana State University

William Seidman, Cerebyte, Inc.

Robert Justis, Louisiana State University