

**2011 International Society of Franchising
25th Annual Conference**

**Boston University
Boston, MA
June 16 - June 18, 2011**

1. Applying the General Theory of Entrepreneurship to Franchising

Jenni Torikka, University of Jyväskylä, Finland

2. Cultural Convergence in Emerging Markets through Franchising: The Case of McDonald's in China and India

Hyo Jin (Jean) Jeon, The University of Oklahoma
Brinja Meiseberg, Universität Münster Leonardo, Germany
Rajiv P. Dant, The University of Oklahoma
Marko Grünhagen, Eastern Illinois University

3. Knowledge of Restaurant Affiliation (Franchised or Non-Franchised) and Restaurant Evaluation

Iman Naderi, University of North Texas
Audhesh K. Paswan, University of North Texas
Francisco Guzman, University of North Texas
Joyce W. Young, Indiana State University

4. A Transaction Cost View on the Allocation of Decision Rights in Franchising. The Moderating Role of Trust

Nada Mumdziev, University of Vienna, Austria
Josef Windsperger, University of Vienna, Austria

5. Firm Value and Risk in Franchised Channels

Liwu Hsu, Boston University
Patrick Kaufmann, Boston University
Shuba Srinivasan, Boston University

6. Service Personalization vs. Concept Uniformity: The Case of Franchised Quick Service Restaurants

Odile Streed, Concordia College
Gérard Cliquet, University of Rennes 1, France

7. Antecedents of Early Adoption and Use of Social Media Networks for Stakeholder Communications: Evidence from Franchising

Rozenn Perrigot, University of Rennes 1, France
Manish Kacker, McMaster University, Canada
Guy Basset, University of Rennes 1, France
Gérard Cliquet, University of Rennes 1, France

8. Back of House Franchising

Andrew Terry, The University of Sydney, Australia
Cary Di Lernia, The University of Sydney, Australia

9. Using Tournaments to Reduce Agency Problems: The Case of Franchising

William Gillis, University of South Alabama
T. Russell Crook, University of Tennessee
Ellen McEwan, University of Tennessee
Steven C. Michael, University of Illinois

10. Dual Distribution and Double Marginalization in Franchise Systems: The Case of Coca Cola USA

Manish Kacker, McMaster University, Canada
Ruhai Wu, McMaster University, Canada

11. Formula Pricing and Profit Sharing in Traditional Franchising

Roger D. Blair, University of Florida

12. The Plural Form from the Inside: A Study of Franchisee Perceptions about the Existence of Company-owned Outlets within Their Network

Rozen Perrigot, University of Rennes 1, France
Olivier Herrbach, University of Bordeaux 4, France

13. Manifest Conflict in Franchise Systems and the Impact of Residual Conflict

Robert D. Winsor, Loyola Marymount University
Chris Manolis, Xavier University
Patrick J. Kaufmann, Boston University
Vishal Kashyap, Xavier University

14. Lost in Translation? The Prevalence and Performance Impact of Corporate Social Responsibility in Franchising

Thomas Ehrmann, Universität Münster, Germany
Brinja Meiseberg, Universität Münster, Germany

15. Emerging Consumer Perspectives on American Franchise Offerings: Variety Seeking Behavior in China

Marko Grünhagen, Eastern Illinois University
Rajiv P. Dant, University of Oklahoma
Mingxia Zhu, University of International Business and Economics, China

16. Internationalization of Brazilian Franchisors: Profiles and Strategies

Patricia S. Vance, University of Massachusetts Amherst
Adriana Beatriz Madeira, University Presbyterian Mackenzie
Thomas G. Brashear, University of Massachusetts Amherst

17. It's Complicated: Analysis of the Economic Downturn on an Established Franchise]

Lorelle Frazer, Griffith University, Australia
Scott Weaven, Griffith University, Australia
Debra Grace, Griffith University, Australia
Frances Asha, Griffith University, Australia

18. The International Society of Franchising: A Review of Conference Papers across Its First 25 Years

Joyce A. Young, Indiana State University
Faye S. McIntyre, University of West Georgia

19. Why do Entrepreneurs use Franchising as a Financial Tool? An Agency Explanation

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

20. Market Structure and Compliance: Why Janitorial Franchising Leads to Labor Standards Problems

David Weil, Boston University

21. Parent Company Scope and Franchised Chain Performance

Renáta Kosová, Cornell University
Francine Lafontaine, University of Michigan
Bo Zhao, University of Michigan

22. Franchise Mediation: Confidentiality or Disclosure: A Consumer Protection Conundrum

Jenny Buchan, University of New South Wales, Australia
Jennifer Harris, University of New South Wales, Australia
Gehan Gunasekara, University of Auckland, New Zealand

23. The Demise of Notice and Cure Rights for Franchisees, and Possibly Franchisors

Rupert M. Barkoff, Kilpatrick Stockton LLP

24. The Franchise Relationship: The Role of Entrepreneurial Orientation

Olufunmilola (Lola) Dada, Lancaster University Management School, United Kingdom
Anna Watson, University of the Arts London, United Kingdom

25. Antecedents and Consequences of Entrepreneurial Franchisee Behavior

Evelien Croonen, University of Groningen, The Netherlands
Eelko Huizingh, University of Groningen, The Netherlands
Maryse Brand, University of Groningen, The Netherlands

26. Typology and Characterization of Franchisees' Entrepreneurial Profiles an Exploratory Study of the French Franchising Industry

Jacques Boulay, ESSCA School of Management, France
Valentina Stan, ESSCA School of Management, France