

30th Annual ISoF Conference
University of Groningen, The Netherlands
June 9 – June 11, 2016

1. Managing Intra-brand Competition: Market Coverage, Growth and the Use of Multi-Unit Franchisees

Robert Stassen, University of Arkansas (USA)
Marko Grünhagen, Eastern Illinois University (USA)

2. Strategic Groups in the French Franchising Sector

Sofiane Bouzid, Institut des Sciences de L'Homme (France)
Magali Chaudey, GATE Lyon-St Etienne, University of Lyon (France)
Muriel Fadaïro, GATE Lyon-St Etienne, University of Lyon (France)
Frédéric Perdreau, COACTIS Lyon-St Etienne, University of Lyon (France)

3. The Fit between Strategy and Structure in Franchise Firms: The Effects on Firm Performance

Nada Mumdziev, Webster University (Austria)
Josef Windsperger, University of Vienna (Austria)

4. Are Franchisees Starting to Level the Playing Field in North America?

Rupert M. Barkoff, Kilpatrick Townsend & Stockton LLP (USA)
Zachary C. Eyster, Kitchens Kelley Gaynes P.C. (USA)

5. Are Disclosures Really Standardized? The Case of Quick Service Restaurant Franchises

Uri Benliel, College of Law & Business (Israel)

6. Opening a Transactional Website: Opportunities and Challenges for Franchise Chains

Rozenn Perrigot, IGR-IAE Rennes- University of Rennes 1 (France)
Guy Basset, IGR-IAE Rennes- University of Rennes 1 (France)
Gérard Cliquet, IGR-IAE Rennes- University of Rennes 1 (France)

7. Due Dilligence in Independent Small Business and Franchising: An Empirical Study from Australia

Lorelle Frazer, Griffith University (Australia)
Jenny Buchan, University of New South Wales (Australia)
Scott Weaven, Griffith University (Australia)
Binh Tran-Nam, University of New South Wales (Australia)
Anthony Grace, Griffith University (Australia)

8. Performance Implications of Individual Embeddedness in Interfranchisee Advice Networks

Brinja Meiseberg, Westfälische Wilhelms-Universität Münster (Germany)
Karim Mignonac, University of Toulouse 1 Capitole (France)
Rozenn Perrigot, IGR-IAE Rennes – University of Rennes 1 (France)
Assâad El Akremi, University of Toulouse 1 Capitole (France)

- 9. A Comparative Empirical Examination of Initial Franchisee Investments in an Emerging and Developed Market**
Manish Kacker, McMaster University (Canada)
Audhesh Paswan, University of North Texas (USA)
- 10. The Impact of Marketing Expenditures on Outlet Performance in Franchised Channels**
Benjamin Lawrence, Cornell University (USA)
Liwu Hsu, University of Alabama in Huntsville (USA)
Jie J. Zhang, University of Vermont (USA)
- 11. Provisions to be Included in Franchise Contracts: The Case of Spanish Chains**
Manuel González-Díaz, University of Oviedo (Spain)
Vanesa Solís Rodríguez, University of Oviedo (Spain)
- 12. How Franchisors Derive Economic Profit from their Revenue Sharing Contracts: A Meta-Analysis**
Farhad Sadeh, McMaster University (Canada)
Manish Kacker, McMaster University (Canada)
- 13. Real Options in Franchising: Application of Transaction Cost and Real Option Theory**
Ilir Hajdini, University of Vienna (Austria)
Josef Windsperger, University of Vienna (Austria)
- 14. Brand Reputation of International Franchise Systems in Central and Eastern European Countries: the Moderating Role of Culture**
Tamara Massold, University of Vienna (Austria)
Nada Mumdziev, Webster University (Austria)
- 15. Expansion of Middle-East Retail Food Franchises: Competitiveness at Global Markets**
Bassem M. Nasri, Grenoble Ecole de Management (France)
Pablo Collazo Yelpeo, Vienna University of Economics and Business (Austria)
- 16. Late Entrant Advantage: An Australian Café Franchise Tackles China**
Robin E. Roberts, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)
- 17. Franchising in the Education Sector: How do Pakistani Customers Perceive This New Phenomenon?**
Muhammad A. Warraich, IGR-IAE- University of Rennes 1 (France)
Rozenn Perrigot, IGR-IAE- University of Rennes 1 (France)
- 18. Social Franchising: A Systematic Review**
Denise M. Cumberland, University of Louisville (USA)
Benjamin C. Litalien, Georgetown University (USA)

19. Business Not as Usual: The Flexible Franchise Model

Cary di Lernia, University of Sydney Business School (Australia)

Andrew Terry, University of Sydney Business School (Australia)

20. An Empirical Assessment of the Consumer Agency Framework: Evidence from India and China

Marko Grünhagen, Eastern Illinois University (USA)

Rajiv P. Dant, University of Oklahoma (USA)

Benjamin Lawrence, Cornell University (USA)

21. Consumer Preferences in the Fast Food Restaurant Industry

Pramod Iyer, University of North Texas (USA)

Audhesh Paswan, University of North Texas (USA)

Md Rokonuzzaman, University of North Texas (USA)

22. Franchising Sales Rhetoric: A Cross-Cultural Study of B2B Advertising

Anna Watson, University of Hertfordshire (UK)

Owen Wright, Griffith Business School (Australia)

Lola Dada, Lancaster University (UK)

23. Uniformity: Firm-Stakeholder Relationships in Franchise Systems

Jean H. Jeon, University of Nevada Reno (USA)

24. Strategic CSR and Competitive Advantage of Franchise Firms

Maria Jell-Ojobor, University of Vienna (Austria)

25. Competitive Advantage Through Corporate Social Responsibility in Franchising

Nina Gorovaia, Frederick University (Cyprus)

Dildar Hussain, ESC Rennes School of Business (France)