

**2014 International Society of Franchising
28th Annual Conference
International Institute for Franchise Education
H. Wayne Huizenga College of Business and Entrepreneurship
Ernest N. Morial Convention Center
New Orleans, Louisiana
February 21 - February 23, 2014**

2014 Conference Chair and Proceedings Editor

Robert A. Robicheaux, Ph.D.

Marshall Scholar, Professor and Chairman, Department of Marketing, Industrial Distribution & Economics, School of Business, the University of Alabama at Birmingham, Birmingham, Alabama.

1. Survival Prospects of Franchised and Independently Owned Businesses: A New Look

Francine Lafontaine, University of Michigan
Marek Zapletal

2. Survival of the fittest: The performance of franchised and independent businesses during economic uncertainty

Lorelle Frazer, Griffith University
Scott Weaven, Griffith University
Debra Grace, Griffith University

3. CORPORATE CHAINS VERSUS CONTRACTUAL CHAINS: EXAMINING COMPETITION AND STORE DEVELOPMENT IN THE CASE OF THE AUTO PARTS RETAILING INDUSTRY

ROBERT STASSEN, UNIVERSITY OF ARKANSAS

4. Trust, Transactions Costs and Contractual Completeness The Case of Franchising

George Hendrikse, Erasmus University
Patrick Hippmann, University of Vienna
Josef Windsperger, University of Vienna

5. Trust, good faith and synergy within franchising

Mr. Anthony Grace, Griffith University
Professor Lorelle Frazer, Griffith University

6. Investigating the Nomological Network Surrounding the Construct of Gratitude within a Franchising Context

Scott K. Weaven, Griffith University
Brent L. Baker, University of North Dakota
Rajiv P. Dant, University of Oklahoma

7. A Multi-National Investigation of Dual Distribution Structures in Germany, Australia and South Korea

Brinja Meiseberg, Westfälische Wilhelms-Universität Münster
Thomas Ehrmann, Westfälische Wilhelms-Universität Münster

8. A Good Faith Solution to Franchise Relationship Issues Down Under: the French Lesson

Andrew Terry, The University of Sydney
Cary Di Lernia, The University of Sydney
Rozenn Perrigot, University of Rennes

9. Emergence of Local Retail Food Franchises in the Middle East: The Influence of Foreign Franchises -Focus on Saudi Arabia & United Arab Emirates-

BASSEM M. NASRI, Grenoble Ecole de Management

10. Franchisors on LinkedIn: Determinants and Outcomes of Adoption and Use of a Multipurpose Social Media Network

Manish KACKER, McMaster University
Rozenn PERRIGOT, University of Rennes

11. CRITIQUING THE TRADITIONAL ECONOMIC ANALYSIS OF GOOD CAUSE STATUTES: AN EMPIRICAL PERSPECTIVE

Adi Ayal, Bar Ilan University
Uri Benoliel, College of Law & Business

12. China's Intellectual Property Protection in Franchising

Xiaowen Xiao, Beijing Normal University
Lijia Hu, Beijing Normal University
Yu Zhao, Beijing Normal University

13. Linking Price and Performance with Satisfaction in Franchised Outlets

Jie J. Zhang, University of Vermont
Benjamin Lawrence, Cornell University
Christopher Anderson, Cornell University

14. Best Fit, Best Practice, or Stuck in the Middle? The Impact of Unit Ownership on Unit HR Performance

Evelien P.M. Croonen, University of Groningen
Marko Grünhagen, Eastern Illinois University
Melody L. Wollan, Eastern Illinois University

15. Exploring the Roles of Franchise Advisory Councils: A Theory-Based Approach

Denise M. Cumberland, Ph.D., University of Louisville

16. Managing Corporate Social Responsibility in Franchise Systems

Aaron Gleiberman, University of Oklahoma Price College of Business
Hyo Jin (Jean) Jeon, University of Nevada Reno
Rajiv P. Dant, University of Oklahoma,

17. An Associative Network of Franchising Brand

Audhesh Paswan, University of North Texas
Retno Tanding Suryandari, University of North Texas