

29th Annual ISoF Conference
School of Economics & Business
University of Oviedo
Asturias, Spain
June 18 - June 21, 2015

2015 Conference Chair and Proceedings Editor

Manuel González Díaz Ph.D. University of Oviedo

1. **When the party's over: Issues at the end of a franchising relationship**
Andrew Terry, The University of Sydney, Australia
Maree Chetwin, University of Canterbury, New Zealand
2. **A cross-cultural exploration of franchise entrepreneurial orientation**
Anna Watson, University of Hertfordshire, UK
Olufunmilola (Lola) Dada, Institute for Entrepreneurship and Enterprise Development, UK
Owen Wright, Griffith University, Australia
Rozenn Perrigot, University of Rennes, France
3. **Emergence of local retail food franchises in the Middle East: The influence of foreign franchises – Focus on Saudi Arabia & United Arab Emirates**
Bassem Nasri, Grenoble Ecole de Management, France
Pablo Collazo Yelpo, Institute for the Environment & Regional Development, Austria
4. **The effect of service complexity on performance of franchised outlets**
Ben Lawrence, School of Hotel Administration, Cornell University, USA
Linda Canina, School of Hotel Administration, Cornell University, USA
Cathy Enz, School of Hotel Administration, Cornell University, USA
5. **Knowledge based view of franchise system success: An empirical investigation and replication**
Hyo Jin (Jean) Jeon, College of Business Administration, University of Nevada, USA
Rajiv Dant, Michael F. Price College of Business, The University of Oklahoma, USA
Brent Baker, College of Business and Public Administration, University of North Dakota, USA
6. **Linkages between pricing practices in franchise chains and franchisor-, franchisee- and system-level-outcomes**
Brinja Meiseberg, Institute of Strategic Management, Germany
Rozenn Perrigot, Graduate School of Management, University of Rennes 1, France
7. **More or Less Integration? Sector-based differences in French franchising and brand-distribution networks**
Odile Chanut, Aix-Marseille University, France
Magali Chaudey, University of Lyon, France
Muriel Fadaïro, University of Lyon, France
8. **Ownership and control in franchising networks**
Josef Windsperger, University of Vienna, Austria
Magali Chaudey, University of Lyon, France
Muriel Fadaïro, University of Lyon, France
9. **Revised statutory cooling off provisions as a solution to the 'market for lemons' problem in business format franchising**
Courtenay Atwell, School of Taxation and Business Law, University of New South Wales, Australia
10. **Certification: Motivations and perceptions of value within the franchise sector**
Denise Cumberland, College of Education and Human Development, University of Louisville
Gary Jones, College of Education and Human Development, University of Louisville
Evelien Croonen, Faculty of Economics and Business, University of Groningen, The Netherlands

11. **Organizational capabilities and multi-unit franchising**
Dildar Hussain, ESC Rennes School of Business, Rennes, France
Josef Windsperger, University of Vienna, Austria

12. **Influence of brand, up-front franchise fees and initial investment on entrepreneurs' decisions to open a franchise outlet**
Esther Calderon-Monge, Department of Economics and Business Management, University of Burgos, Spain
Pilar Huerta-Zavala, Department of Economics and Business Management, University of Burgos, Spain
Jannett Ayup-González, Faculty of Commerce and Administration, University Autonoma of Tamaulipas, Mexico

13. **Elvis has left the building; why franchisees leave their franchise systems**
Evelien Croonen, Faculty of Economics and Business, University of Groningen, The Netherlands
Maryse Brand, Faculty of Economics and Business, University of Groningen, The Netherlands

14. **The royalty rate and the trade-off between risk and incentives; Determinants and performance outcomes in franchising networks**
Cintya Lanchimba, National Polytechnic School, Ecuador | Université de Lyon, France
Muriel Fadaïro, Université de Lyon, France
Josef Windsperger, Faculty of Business, Economics and Statistics, University of Vienna, Austria

15. **A Multi-Sector Examination of Antecedents of Voluntary Information Disclosure by Franchisors**
Farhad Sadeh, DeGroote School of Business, McMaster University, Canada
Manish Kacker, DeGroote School of Business, McMaster University, Canada

16. **Entrepreneurial Orientation, Innovation and Performance in Franchise Networks: A Configurational Approach**
Nabil Khelil, Normandie University, France
Catherine Allix-Desfautaux, Normandie University, France
Anne-Laure Le Nadant, Normandie University, France
Fanny Simon-Lee, Normandie University, France

17. **Unnatural Relationship Dissolution in Franchising: A Dual-Agency Perspective**
Xu (Vivian) Zheng, City University of Hong Kong, Hong Kong
Jeff Jianfeng Wang, City University of Hong Kong, Hong Kong
Marko Grünhagen, School of Business, Eastern Illinois University, USA

18. **Consequences of Franchising Maximization Versus Optimization on Firm Performance**
Melih Madanoglu, Department of Marketing, Florida Atlantic University, USA
Gary Castrogiovanni, Department of Management Programs, Florida Atlantic University, USA

19. **Franchising in the Education Sector in Pakistan: Is it Social Franchising? Preliminary Insights from Franchisees**
Muhammad Akib Warraich, Graduate School of Management, University of Rennes 1, France
Rozenn Perrigot, Graduate School of Management, University of Rennes 1, France

20. **Knowledge-Based Trust in Franchising: A Franchisor's Perspective**
Nada Mumdziev, Department of Business and Management, Webster University, Austria
Jana Siklienková, Department of International Management, University of Vienna, Austria

21. **Choice of Contract Duration in Franchising: Combining Transaction Cost, Resource-based and Relational Governance Perspectives**
Nina Gorovaia, School of Economic Sciences and Administration, Frederick University Cyprus

22. **Growth or Profitability? Innovation and Performance in Franchise Networks**
 Magali Chaudey, University of Lyon, France
 Muriel Fadaïro, University of Lyon, France
 Anne-Laure Le Nadant, Normandy University, France
 Frédéric Perdreau, University of Lyon, France

23. **Crowdfunding Theory of Franchising: An Exploration**
 Aaron Anglin, Price College of Business, University of Oklahoma, USA
 Rajiv Dant, Price College of Business, University of Oklahoma, USA
 Jeremy Short, Price College of Business, University of Oklahoma, USA

24. **Do Good Soldiers Make Good Franchisees? Examining the Effects of Military Veterans on the Entrepreneurial Franchisee Recruitment—Franchise Growth Relationship**
 Miles Zachary, Department of Management & Industrial Relations, West Virginia University, USA
 Jeremy Short, Division of Management & Entrepreneurship, University of Oklahoma, USA
 David Ketchen, Department of Management, Auburn University, USA
 Rajiv Dant, Division of Marketing & Supply Chain Management, University of Oklahoma, USA

25. **Corporate chains versus contractual chains: Examining competition and store development in a longitudinal analysis of the automotive parts retailing industry**
 Robert Stassen, Walton College of Business, University of Arkansas, USA

26. **Franchising Constructive Termination: Quirk, Quagmire or a French Solution?**
 Robert Emerson, Center for European Studies, University of Florida, USA

27. **Franchise Terminations: “Good Cause” Decoded**
 Robert Emerson, Center for European Studies, University of Florida, USA

28. **Franchise Savoir-Faire**
 Robert Emerson, Center for European Studies, University of Florida, USA

29. **The Neutral Factfinder as a Pathway to Legal Reform: Examples from Franchising**
 Robert Emerson, Center for European Studies, University of Florida, USA

30. **Franchisees’ Resale Price Policy Facing Legal, Contractual and Professional Constraints: Insights from European and French Perspectives**
 Guy Basset, University of Rennes 1, France
 Rozenn Perrigot, University of Rennes 1, France

31. **Franchisees' optimism bias and the inefficiency of the FTC Franchise Rule**
 Uri Benoliel, Faculty of Law, College of Law & Business, Israel
 Jenny Buchan, Taxation & Business Law, University of New South Wales Business School, Australia

32. **International area development franchising relationships: A qualitative study**
 Vita Kadile, Leeds University Business School, University of Leeds, United Kingdom
 Matthew Robson, Leeds University Business School, University of Leeds, United Kingdom
 Kathryn Watson, Leeds University Business School, University of Leeds, United Kingdom
 L. Jeremy Clegg, Leeds University Business School, University of Leeds, United Kingdom

33. **The enforcement of China’s Anti-Monopoly Law and the regulation on restrictive competition in franchising**
 Xiao Xiaowen, Faculty of Franchise Management, Beijing Normal University, China
 Xiao Yongtian, Faculty of Franchise Management, Beijing Normal University, China

34. **The effects of E-commerce on Franchising: An exploratory Australian-based study**
 Zhanna Kremez, Griffith Business School, Asia-Pacific Centre for Franchising Excellence, Griffith University, Australia

35. **A survey on Subway's competitiveness in Macau**
Yasmin Vai, Viva Macao Commercial Offshore Ltd, Macau
Javier Calero Cuervo, Department of Management and Marketing, University of Macau
36. **A knowledge perspective of franchise brand management**
Audhesh Paswan, Department of Marketing and Logistics, University of North Texas
Pramod Iyer, Department of Marketing and Logistics, University of North Texas
Sua Jeon, University of North Texas, Universitas Sebelas Maret, Indonesia
37. **Entrepreneur-Franchisor in Emerging Economy: An Introspective Study in Mexico**
Audhesh Paswan, Department of Marketing and Logistics, University of North Texas
María de los Dolores Santarriaga Pineda, Escuela de Mercadotecnia, Universidad de Colima, Mexico
Francisco Carlos Soto Ramirez, Escuela de Mercadotecnia, Universidad de Colima, Mexico
38. **Differences in contract design between successful and less successful franchises**
Vanesa Solís Rodríguez, Business Administration Department, University of Oviedo, Spain
Manuel González Díaz, Business Administration Department, University of Oviedo, Spain
39. **Franchisor and franchisee failures: The problem of determining how successful is franchising**
Rupert Barkoff, Kilpatrick Townsend & Stockton LLP, Georgia, USA
Andrew Head, Kilpatrick Townsend & Stockton LLP, Georgia, USA
40. **Trying to reduce contract terminations: The different views of franchisors and franchisees**
Begoña López Fernández, Department of Business Administration, School of Economics and Business, University of Oviedo, Spain
Susana López-Bayón, Department of Business Administration, School of Economics and Business, University of Oviedo, Spain