

**2006 International Society of Franchising
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February 25 - February 26, 2006**

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Andrew Terry
The University of New South Wales**

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1. Adoption of e-Business by U. K. Franchise Systems

Anna Watson, University of Surrey, United Kingdom

2. Interpreting Earnings Claims Information: An Empirical Investigation

Frank H. Wadsworth, CFE, Indiana University Southeast
William Slater Vincent, JD/MBA, Oglethorpe University

3. Services vs. Retail Networks: Are There Any Differences? An Empirical Look at the French Franchised Networks

Rozenn Perrigot, International School of Business (ESC Rennes), France

4. Asset Specificity of Franchisees and the Proportion of Outlets Franchised

Aifei Tang, Beijing Normal University, Zhuhai Campus, P. R. China

5. Incidence of Plural Forms in Franchise Networks: Exploratory Comparative Empirical Insights from USA, France, and Brazil

Rajiv P. Dant, University of South Florida
Rozenn Perrigot, International School of Business (ESC Rennes), France
Gérard Cliquet, University of Rennes 1, France

6. Why Do Franchisors Combine Franchisees and Company-Owned Units?

Thomas Ehrmann, University of Muenster, Germany
Georg Spranger, University of Muenster, Germany

7. The Development of Franchising in China

Zhiqiong (June) Wang, University of New South Wales

8. Do Franchise Agreements Need to be Fair and Reasonable?

Frank Zumbo, University of New South Wales, Australia

9. Standard Form and Relational Aspects of Franchise Contracts

Liz Spencer, Bond University, Australia

10. Is there a Basis for Equating Franchisees with Employees in Priority Ranking on the Insolvency of Franchisors?

Jenny Buchan, University of New South Wales, Australia

11. Strategic Choices in Franchise Systems

Evelien Croonen, University of Groningen, The Netherlands

12. Value Networks in Franchise Organizations: A Study in the Senior Care Industry

Ye-Sho Chen, Louisiana State University
Robert Justis, Louisiana State University
Soushan Wu, Chang-Gung University, Taiwan

13. A Franchisor Decision Making Matrix for Structuring the Chain

Thomas Ehrmann, University of Muenster, Germany
Georg Spranger, University of Muenster, Germany

14. Franchising and Innovativeness: The Consumer's Perspective

Audhesh Paswan, University of North Texas
Mohammadali Zolfagharian, University of North Texas

15. Service Quality in the Franchised Motor Vehicle Industry in South Africa: An Exploratory Study

Adele Berndt, University of Johannesburg, South Africa
Frikkie Herbst, University of Johannesburg, South Africa

16. Competition in Franchising: Brand Concentration, Saturation, and Performance in Limited Service Restaurant Markets

Robert Stassen, University of Arkansas

17. Franchising - Multifaceted Form of Entrepreneurship

Mika Tuunanen, University of Kuopio, Finland
Frank Hoy, University of Texas at El Paso
Jenni Torikka, University of Jyväskylä, Finland

18. The Franchise System as a Context for Entrepreneurship: Some Preliminary Findings

Olufunmilola Ajayi-Obe, University of Surrey, United Kingdom
David Kirby, University of Surrey, United Kingdom
Anna Watson, University of Surrey, United Kingdom

19. International Branding Issues in International Franchising

Andrew Terry, University of New South Wales, Australia