

**2007 International Society of Franchising
21st Annual Conference
Caesar's Palace
Las Vegas, Nevada
February 24 - February 25, 2007**

**Program Chair and Proceedings Editor:
Jack Nevin
University of Wisconsin-Madison**

1. Inter-Firm Allocation of Decision Authority and Productive Efficiency: The Case of Franchising

Julian Dormann, University of Muenster, Germany
Thomas Ehrmann, University of Muenster, Germany
Olivier Cochet, University of Muenster, Germany

2. The Effect of Social Structure on the Exchanges of Interorganizational Relationships; A Network Embeddedness Approach: The Franchise Network Model

Fiori A. Zafeiropoulou, Brunel University, United Kingdom
Adrian Woods, Brunel University, United Kingdom

3. An Exploratory Study of Franchise Satisfaction and Intention to Renew the Franchise Contract: A Case of Ice Cream Franchising in Korea

Yae Sock Roh, Central Michigan University
Ji-Hwan Yoon, Kyoung won University, Korea

4. Is a Franchisee Entrepreneur or Employee? An Exploratory Investigation of Perceptions about being a Franchisee

Audhesh Paswan, University of North Texas
Roger Johns, University of West Georgia

5. Exploring the Difference between Franchisee Entrepreneurs and Nascent Entrepreneurs

Marc Sardy, Rollins College
Ilan Alon, Rollins College

6. Self-Assessed Leadership Hope Level of Franchise Systems: Franchisees, Top Executives, and Franchisors

Dianne Welsh, The University of Tampa
Robin Di Pietro, University of Central Florida
Denver Severt, University of Central Florida
Peter Raven, Seattle University

7. Barriers to Franchising: The Case of Egypt

Hanane El Zeini, University of Alexandria, Egypt
Gérard Cliquet, University of Rennes 1, France

8. The Issue of Brand Uniformity in Franchising

Odile Streed, Concordia College

9. The Impact of the Internet on Franchise Recruitment

David Fleming, University of South Florida
Rajiv P. Dant, University of South Florida
Ivan Lapuka, University of South Florida

10. Multi-Outlet Franchising - Implications for Theory and Practice

Anna Watson, University of Surrey, United Kingdom
John Stanworth, University of Westminster, United Kingdom
David Purdy, University of Westminster, United Kingdom
Simon Healeas, University of Westminster, United Kingdom
Richard Holden, Lloyds TSB Bank plc

11. Typology of Franchisee Responses During Strategic Change Processes

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

12. E-Commerce: The Adventures of Pizza Franchises

Joyce Young, Indiana State University
Paul Clark, Indiana State University
Faye McIntyre, University of West Georgia

13. The Effective Delivery of Franchisor Services: A Comparison of U.S. and German Support Practices for Franchisees

Marko Grünhagen, Southern Illinois University - Edwardsville
Robin Di Pietro, University of Central Florida
Robert Stassen, University of Arkansas
Lorelle Frazer, Griffith Business School, Australia

14. Findings on Franchisee Turnover and Failure Rates: Case Finland

Mika Tuunanen, University of Kuopio, Finland
Jenni Torikka, University of Jyväskylä, Finland

15. The Risk-Return Performance of Franchise Portfolios

Hachemi Aliouche, University of New Hampshire
Fred Kaen, University of New Hampshire
Udo Schlenrich, University of New Hampshire

16. Efficiency within a Plural Form Network: A DEA Application to Franchised Hotels and Company-Owned Hotels

Rozenn Perrigot, University of Rennes 1, France

17. Australian Franchising Disputes: An Examination of Causes and Remedies since 1998

Frank Zumbo, University of New South Wales, Australia

18. A Census of International Franchise Regulation

Andrew Terry, University of New South Wales, Australia

19. Interpreting Earnings Claims Information: A Second Trial

Frank Wadsworth, Indiana University Southeast
William Slater Vincent, Oglethorpe University
Mathew Mattingly, General Electric