

**2012 International Society of Franchising
26th Annual Conference
International Institute for Franchise Education
H. Wayne Huizenga College of Business and Entrepreneurship
Nova Southeastern University
Ft. Lauderdale, Florida
May 17 - May 19, 2012**

**2012 Conference Chair and Proceedings Editor
Rozenn Perrigot**

1. How a Duck Walks: An Exploration of the Legal Meaning of Franchising

Elizabeth Crawford Spencer, Bond University, Australia

2. Franchise Goodwill: "Take a Sad Song and Make it Better"

Robert W. Emerson, University of Florida

3. The Vicarious Liability of Franchisors in Australia

Andrew Terry, The University of Sydney Business School, Australia

4. Franchise Agreements, Alleged Fraud, and Parol Evidence: From Bedlam to Bright Lines

Robert W. Emerson, University of Florida

5. Multi-unit Franchising - Organizational Capability and Transaction Cost Explanations

Dildar Hussain, ESC Rennes School of Business, France
Josef Windsperger, University of Vienna, Austria

6. Determinants of E-commerce adoption by franchisors: Insights from the U.S. market

Rozenn PERRIGOT, University of Rennes, France
Thierry PENARD, University of Rennes, France

7. A Theoretical Explanation of the Cost Advantages of Multi-unit Franchising

VINAY K. GARG, Missouri State University
RICHARD L. PRIEM, Texas Christian University
ABDUL A. RASHEED, The University of Texas at Arlington

8. The Effects of Service Brand, Service Category and Level of Criticality on Customers Service Quality Perceptions: A Comparison of Franchised versus Independent Businesses)

Hyo Jin (Jean) Jeon, The University of Oklahoma
Rajiv P. Dant, The University of Oklahoma
Aaron M. Gleiberman, The University of Oklahoma

9. Vertical contracts in branded-networks; Sector-based explanations for the French case

Magali CHAUDEY, Université de Lyon, France
Muriel FADAIRO, Université de Lyon, France
Gwennaël SOLARD, National Institute of Statistics and Economic Studies, France

10. Can Franchising Be an Economic Development Strategy for Developing Nations? An Empirical Investigation

Steven C. Michael, University of Illinois Urbana Champaign

11. Monitoring and Conflict in Franchise Relationships

Susana López-Bayón, University of Oviedo, Spain
Begoña López-Fernández, University of Oviedo, Spain

12. LIVE OR LET DIE: AN EXAMINATION OF FRANCHISEE DISCONTINUITY RATES ACROSS STATES AND METROPOLITAN STATISTICAL AREAS

Robert E. Stassen, University of Arkansas
Marko Grünhagen, Eastern Illinois University

13. The Prevalence and Performance Impact of Synergies in Dual Distribution

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

14. Antecedents of Franchisee Trust

Dr. Evelien P.M. Croonen, University of Groningen, Netherlands
Dr. Maryse J. Brand, University of Groningen, Netherlands
Dr. Thijs L.J. Broekhuizen, University of Groningen, Netherlands

15. Identification in Franchise Organizations

Benjamin Lawrence, Cornell University
Patrick J. Kaufmann, Boston University

16. The Moderating Role of HR Operational Autonomy on the Entrepreneurial OrientationPerformance Link in Franchise Systems

Marko Grünhagen, Eastern Illinois University
Olufunmilola (Lola) Dada, Lancaster University, UK
Melody L. Wollan, Eastern Illinois University
Anna Watson, University of the Arts London, UK

17. Specific Investments in Franchisor-Franchisee Relationships: A Model

Manish Kacker, McMaster University, Canada
Ruhai Wu, McMaster University, Canada

18. Governance of Franchising Networks - Comparison of Research Results and Future Research Strategy

Josef Windsperger, University of Vienna, Austria
Nada Mumdziev, University of Vienna, Austria

19. LEARNING EFFECT AND CONTRACTUAL COMPLETENESS: THE CASE OF FRANCHISING

Vanesa Solis-Rodriguez, University of Oviedo, Spain
Manuel Gonzalez-Diaz, University of Oviedo, Spain

20. Academics Pick Up the Challenges of Franchising in Healthcare: A Systematic Review

Karlijn J. Nijmeijer MSc, Erasmus Universiteit Rotterdam, Rotterdam
Dr. Isabelle N. Fabbriotti, Erasmus Universiteit Rotterdam, Rotterdam
Prof. Dr. Robbert Huijsman MBA, Erasmus Universiteit Rotterdam, Rotterdam

21. The influence of relational embeddedness on the formation and performance of Social Franchising; An explorative qualitative analyses of four Social Franchises active in the UK from a social network theory perspective

Fiori A. Zafeiropoulou, Brunel University, London
Dr Dimitrios N. Koufopoulos, Brunel University, London

22. Franchisee Role Perceptions and Expectations: A Study in Taiwanese Franchise Industry

Audhesh Paswan, Ph.D., University of North Texas
Julian Ming-Sung Cheng, Ph.D., National Central University, Taiwan