

31st International Society of Franchising Conference

Georgia State University,
Atlanta, Georgia, USA

June 8-10, 2017

- 1. Performance Implications of Organizational Signaling and Screening: Evidence from Franchising**
Farhad Sadeh, McMaster University (Canada)
Manish Kacker, McMaster University (Canada)
- 2. Signaling Mechanism to Attract Franchisees**
Swati Panda, University of North Texas (USA)
Audhesh K. Paswan, University of North Texas (USA)
Sailendra P. Mishra, University of Texas at Dallas (USA)
- 3. To Be or Not to Be a Franchisee? Explaining Individuals' Intentions to Join Franchise Networks**
Evelien Croonen, University of Groningen (Netherlands)
Rozenn Perrigot, IGR-IAE Rennes - University of Rennes 1 (France)
Olivier Herrbach, University of Bordeaux (France)
Assâad El Akremi, Toulouse 1 Capitole University (France)
- 4. Going Beyond Dyadic Ties in Franchise Systems: A Stakeholder Approach**
Aveed Raha, University of Vienna (Austria)
Ilir Hajdini, University of Vienna (Austria)
Josef Windsperger, University of Vienna (Austria)
- 5. Resale Price Maintenance in Franchising: Market Coverage, Company-Owned Stores, and Retailer Dependence**
Robert Stassen, Walton College of Business, University of Arkansas (USA)
- 6. Franchise Independence: Still Awaiting Customer Recognition**
Robert W. Emerson, Warrington College of Business (USA)
- 7. May the Joined Forces Be With You: Explaining Performance of Mergers and Acquisitions in a Franchise Context**
Robin Quint, University of Groningen (Netherlands)
Killian McCarthy, University of Groningen (Netherlands)
Evelien Croonen, University of Groningen (Netherlands)
- 8. Multi-Brand, Multi-System and Multi-Role Franchising: A Diversification Framework**
Marko Grünhagen, Eastern Illinois University (USA)
Manuel González-Díaz, University of Oviedo (Spain)

9. **Determinants of Vertical Restraints in Franchise Contracts**
Ilir Hajdini, University of Vienna (Austria)
Aveed Raha, University of Vienna (Austria)
Josef Windsperger, University of Vienna (Austria)

10. **The Effect of Governance Structure, Location, Competition and Agglomeration on Outlet Compliance with Corporate Brand-Building Initiatives**
Benjamin Lawrence, Cornell University (USA)
Brett Massimino, Cornell University (USA)

11. **Do Longer Franchise Contracts Perform Better?**
Nina Gorovaia, Frederick University Cyprus (Cyprus)

12. **Revisiting the Rationality Assumption of Disclosure Laws: An Empirical Analysis**
Uri Benoliel, College of Law & Business (Israel)
Jenny Buchan, University of New South Wales (Australia)
Tony Gutentag, Hebrew University of Jerusalem (Israel)

13. **Empowerment and Customer Decision Rules**
Steven C. Michael, University of Illinois Urbana-Champaign (USA)

14. **Pre-Contractual Due Diligence by Franchisees and Independent Small Business Buyers**
Lorelle Frazer, Griffith University (Australia)
Jenny Buchan, University of New South Wales (Australia)
Scott Weaven, Griffith University (Australia)
Binh Tran-Nam, University of New South Wales and RMIT University Vietnam
Anthony Grace, Griffith University (Australia)

15. **Social Enterprise & Corporate Social Responsibility: A Crossroads for Franchising**
Benjamin C. Litalien, University of Maryland University College (USA)

16. **Do Franchisors Follow Porter's (1980) Approach to Competitive Advantage? An Exploratory Test**
Vinay K. Garg, Missouri State University (USA)

17. **An Empirical Examination of Learning and Development in Franchising within the Context of Business Performance**
Janette Timms, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)
Scott Weaven, Griffith University (Australia)

18. **Franchisee Associations: How Mentoring Programs Impact Psychological Capital and Franchisee Engagement**
Denise M. Cumberland, University of Louisville (USA)
Jason D'Mello, Loyola Marymount University (USA)
Brad Shuck, University of Louisville (USA)
Rajashi Ghosh, Drexel University (USA)
Megan Church-Nally, Bellarmine University (USA)
19. **When 'I' Becomes 'We': Organizational Identification and Franchise Performance**
Anna Watson, University of Hertfordshire (United Kingdom)
Olufunmilola (Lola) Dada, Lancaster University (United Kingdom)
20. **Managing Migrant Franchisees: Challenges and Opportunities**
Robin E. Roberts, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)
Scott Weaven, Griffith University (Australia)
Adrian Wilkinson, Griffith University (Australia)
21. **Detecting Franchisee Fraud Early: an Exploratory Empirical Investigation**
Anthony R. Grace, Griffith University (Australia)
22. **Thanks for the Memories: Compensating Franchisee Goodwill after Franchise Termination**
Robert W. Emerson, Warrington College of Business, University of Florida (USA)
23. **Influence of Franchise Networks in Development**
Cintya Lanchimba, Escuela Politécnica Nacional and Université de Lyon (Ecuador/France)
Hugo Porras, Escuela Politécnica Nacional (Ecuador)
Yasmin Salazar, Escuela Politécnica Nacional (Ecuador)
24. **Uncertainty and Transaction-Specific Investments and the Franchisor's Choice of Master International Franchising**
Maria Jell-Ojobor, University of Vienna (Austria)
Ilan Alon, University of Agder (Norway)
Josef Windsperger, University of Vienna (Austria)
25. **The OFDI Patterns and Performance of International Franchisors: The Moderating Effects of Internationalization Speed, International Experience and Host Country Risk**
Yen I-Fan, Beijing Normal University, Zhuhai (China)
Dai Xiao Jing, Beijing Normal University, Zhuhai (China)
Faye Wang, Beijing Normal University, Zhuhai (China)