



26th Annual Conference

May 17-19, 2012

Nova Southeastern University
Ft. Lauderdale, Florida, U.S.A.

Note: If you want to print an individual paper, click on it.

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 (USA)
3. ***The Vicarious Liability of Franchisors in Australia***
Andrew Terry, University of Sydney (Australia)
Joseph Huan, University of New South Wales (Australia)
4. ***Franchise Agreements, Alleged Fraud, and Parol Evidence: From Bedlam to Bright Lines***
Robert W. Emerson, University of Florida (USA)
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 1 & ESC Rennes (France)
Thierry Pénard, University of Rennes 1 (France)
7. ***A Theoretical Explanation of the Cost Advantages of Multi-unit Franchising***
Vinay K. Garg, Missouri State University (USA)
Richard L. Priem, Texas Christian University (USA)
Abdul A. Rasheed, University of Texas at Arlington (USA)
8. ***The Effects of Service Brand, Service Category and Level of Criticality on Customer’s Service Quality Perceptions: A Comparison of Franchised Versus Independent Businesses***
Hyo Jin (Jean) Jeon, University of Oklahoma (USA)
Rajiv P. Dant, University of Oklahoma (USA)
Aaron M. Gleiberman, University of Oklahoma (USA)
9. ***Vertical Contracts in Branded-networks: Sector-based Explanations for the French Case***
Magali Chaudey, University of Lyon (France)
Muriel Fadaïro, University of 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 (USA)
- 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 (USA)
Marko Grünhagen, Eastern Illinois University (USA)
- 13. *The Prevalence and Performance Impact of Synergies in Dual Distribution***
Thomas Ehrmann, University of Münster (Germany)
Brinja Meiseberg, University of Münster (Germany)
- 14. *Antecedents of Franchisee Trust***
Evelien P.M. Croonen, University of Groningen (Netherlands)
Maryse J. Brand, University of Groningen (Netherlands)
Thijs L.J. Broekhuizen, University of Groningen (Netherlands)
- 15. *Identification in Franchise Organizations***
Benjamin Lawrence, Cornell University (USA)
Patrick J. Kaufmann, Boston University (USA)
- 16. *The Moderating Role of HR Operational Autonomy on the Entrepreneurial Orientation–Performance Link in Franchise Systems***
Marko Grünhagen, Eastern Illinois University (USA)
Olufunmilola (Lola) Dada, Lancaster University (UK)
Melody L. Wollan, Eastern Illinois University (USA)
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***
Vanessa 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, Erasmus University Rotterdam (Netherlands)
Isabelle N. Fabbriotti, Erasmus University Rotterdam (Netherlands)
Robbert Huijsman, Erasmus University Rotterdam (Netherlands)
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 (UK)
22. ***Franchisee Role Perceptions and Expectations: A Study in Taiwanese Franchise
Industry***
Audhesh Paswan, University of North Texas (USA)
Julian Ming-Sung Cheng, National Central University (Taiwan)