



27th Annual Conference
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Zhuhai, Guangdong, People's Republic of China

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- 1. Institutional Environments and the Internationalization of Franchise Chains: The Contrasting Cases of North African Countries**
Odile Chanut, University of Aix-Marseille (France)
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Dominique Bonet Fernandez, Université de la Méditerranée, Aix-Marseille II (France)
- 2. Franchise Environment in Saudi Arabia**
Mona M. Alharbi, Exeter University (UK)
- 3. The Choice of Governance Modes of International Franchise Firms: An Integrative Model**
Maria Jell-Ojobor, University of Vienna (Austria)
Josef Windsperger, University of Vienna (Austria)
- 4. Assessing the Threat of Free Riding Through Attributions of Franchise Service Encounters**
Seema Pai, Boston University (USA)
Patrick J. Kaufmann, Boston University (USA)
- 5. Profiling USA Based Fast Food Franchise Chains: A Cross National Comparison**
Rajiv P. Dant, University of Oklahoma (USA)
Hyo Jin (Jean) Jeon, University of Nevada-Reno (USA)
Josef Windsperger, University of Vienna (Austria)
Nada Mumdzhev, University of Vienna (Austria)
- 6. One-Enterprise-Multi-Brand-Hybrid-Franchise Pattern: The Case of Cabbeen Clothing (China) Co., Ltd.**
Jianbao Lu, Sun Yat-Sen University (China)
Ziheng Tang, Beijing Normal University-Zhuhai (China)
Ting Leng, Beijing Normal University-Zhuhai (China)



- 7. Franchisees' Financial Constraints and Franchisors' Franchising Decisions**
Ying Fan, University of Michigan (USA)
Kai-Uwe Kühn, University of Michigan (USA)
Francine Lafontaine, University of Michigan (USA)
- 8. Signaling the Value of a Business Concept: Evidence from a Structural Model with Brazilian Franchising Data**
Muriel Fadairo, University of Lyon (France)
Cintya Lanchimba, University of Lyon (France)
- 9. The Behavior of Franchisor Stock Prices**
E. Hachemi Aliouche, University of New Hampshire (USA)
Robert J. Bianchi, Griffith University (Australia)
Michael E. Drew, Griffith University (Australia)
- 10. Deriving Meaning for 'Social Franchising' from Commercial Franchising and Social Enterprise**
Elizabeth Crawford Spencer, Bond University (Australia)
- 11. Social Franchising: A New Paradigm for a Global Challenge?**
Benjamin C. Litalien, University of Maryland-College Park (USA)
- 12. Social Franchising Formation: A Systems Approach that Enhances Formation to Resolve Issues Created by the Financial Crises**
Fiori A. Zafeiropoulou, Seattle University-City College (Greece)
- 13. Insisting Too Much on Network Uniformity in the French Market: A Potential Risk of Requalification of the Franchise Contract**
Rozenn Perrigot, University of Rennes 1 (France)
Guy Basset, University of Rennes 1 (France)
Danièle Briand-Meledo, University of Rennes 1 (France)
Gérard Cliquet, University of Rennes 1 (France)
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Courtenay Atwell, University of New South Wales (Australia)
Jenny Buchan, University of New South Wales (Australia)



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Thomas Ehrmann, Westfälische Wilhelms-Universität Münster (Germany)
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Andrew Terry, University of Sydney (Australia)
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Muriel Fadairo, University of Lyon (France)

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Vanesa Solis-Rodriguez, University of Oviedo (Spain)

Manuel Gonzalez-Diaz, University of Oviedo (Spain)

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Hao Li, Beijing Normal University-Zhuhai (China)

Yu Zhao, Beijing Normal University-Zhuhai (China)

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