



28th Annual Conference
February 21-23, 2014
Ernest N. Morial Convention Center
New Orleans, Louisiana, USA

- 1. Survival Prospects of Franchised and Independently Owned Businesses: A New Look**
Francine Lafontaine, University of Michigan, (USA)
Marek Zapletal, University of Michigan, (USA)
- 2. Survival of the Fittest: The Performance of Franchised and Independent Businesses During Economic Uncertainty**
Lorelle Frazer, Griffith University, (Australia)
Scott Weaven, Griffith University, (Australia)
Debra Grace, Griffith University, (Australia)
- 3. Corporate Chains versus Contractual Chains: Examining Competition and Store Development in the Case of the Auto Parts Retailing Industry**
Robert Stassen, University of Arkansas, (USA)
- 4. Trust, Transactions Costs and Contractual Completeness: The Case of Franchising**
George Hendrikse, Erasmus University, (The Netherlands)
Patrick Hippmann, University of Vienna, (Austria)
Josef Windsperger, University of Vienna, (Austria)
- 5. Trust, Good Faith and Synergy within Franchising**
Anthony Grace, Griffith University, (Australia)
Lorelle Frazer, Griffith University, (Australia)
- 6. Investigating the Nomological Network Surrounding the Construct of Gratitude within a Franchising Context**
Scott K. Weaven, Griffith University, (Australia)
Brent L. Baker, University of North Dakota, (USA)
Rajiv P. Dant, University of Oklahoma, (USA)
- 7. A Multi-National Investigation of Dual Distribution Structures in Germany, Australia and South Korea**
Brinja Meiseberg, Universität Münster, (Germany)
Thomas Ehrmann, Universität Münster, (Germany)

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- 8. A Good Faith Solution to Franchise Relationship Issues Down Under: the French Lesson**
Andrew Terry, University of Sydney, (Australia)
Cary Di Lernia, University of Sydney, (Australia)
Rozenn Perrigot, University of Rennes 1, (France)
- 9. Emergence of Local Retail Food Franchises in the Middle East: The Influence of Foreign Franchises – Focus on Saudi Arabia & United Arab Emirates**
Bassem M. Nasri, Grenoble Ecole de Management, (Lebanon)
- 10. Franchisors on *LinkedIn*: Determinants and Outcomes of Adoption and Use of a Multipurpose Social Media Network**
Manish Kacker, McMaster University, (Canada)
Rozenn Perrigot, University of Rennes 1, (France)
- 11. Critiquing the Traditional Economic Analysis of Good Cause Statutes: An Empirical Perspective**
Adi Ayal, Bar Ilan University, (Israel)
Uri Benoliel, College of Law and Business, (Israel)
- 12. China's Intellectual Property Protection in Franchising**
Xiaowen Xiao, Beijing Normal University, Zhuhai, (China)
Lijia Hu, Beijing Normal University, Zhuhai, (China)
Yu Zhao, Beijing Normal University, Zhuhai, (China)
- 13. Linking Price and Performance with Satisfaction in Franchised Outlets**
Jie J. Zhang, University of Vermont, (USA)
Benjamin Lawrence, Cornell University, (USA)
Christopher Anderson, Cornell University, (USA)
- 14. Best Fit, Best Practice, or Stuck in the Middle? The Impact of Unit Ownership on Unit HR Performance**
Evelien P.M. Croonen, University of Groningen, (The Netherlands)
Marko Grünhagen, Eastern Illinois University, (USA)
Melody L. Wollan, Eastern Illinois University, (USA)
- 15. Exploring the Roles of Franchise Advisory Councils: A Theory-Based Approach**
Denise M. Cumberland, University of Louisville, (USA)
- 16. Managing Corporate Social Responsibility in Franchise Systems**
Aaron Gleiberman, University of Oklahoma, (USA)
Hyo Jin (Jean) Jeon, University of Nevada Reno, (USA)
Rajiv P. Dant, University of Oklahoma, (USA)

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17. An Associative Network of Franchising Brand

Audhesh Paswan, University of North Texas, (USA)

Retno Tanding Suryandari, University of North Texas, (USA)