



**21st Annual International Society of Franchising Conference
Caesar's Palace
Las Vegas, Nevada
February 24 and 25, 2007**

- 1. Inter-Firm Allocation of Decision Authority and Productive Efficiency: The Case of Franchising**
Julian Dormann, University of Muenster, Germany
Thomas Ehrmann, University of Muenster, Germany
Olivier Cochet, University of Muenster, Germany
- 2. The Effect of Social Structure on the Exchange of Inter-organizational Relationships: A Network Embeddedness Approach**
Fiori Zafeiropoulou, Brunel University, United Kingdom
Adrian Woods, Brunel University, United Kingdom
- 3. An Exploratory Study of Franchise Satisfaction and Intention to Renew the Franchise Contract: A Case of Ice Cream Franchising in Korea**
Yae Sock Roh, Central Michigan University
Ji-Hwan Yoon, Kyung won University, Korea
- 4. Is A Franchisee an Entrepreneur or Employee? An Exploratory Investigation of Perceptions About Being A Franchisee**
Audhesh Paswan, University of North Texas
Roger Johns, University of West Georgia
- 5. Exploring the Differences Between Franchisee Entrepreneurs and Nascent Entrepreneurs**
Mark Sardy, Rollins College
Ilan Alon, Rollins College
- 6. Self-Assessed Leadership Hope Level of Franchise Systems: Franchisees, Top Executives and Franchisors**
Dianne Welsh, The University of Tampa
Robin Di Pietro, University of Central Florida
Denver Severt, University of Central Florida
Peter Raven, Seattle University
- 7. Barriers to Franchising: The Case of Egypt**
Hanane El Zeini, University of Alexandria, Egypt
Gérard Cliquet, University of Rennes 1, France
- 8. The Issue of Brand Uniformity in Franchising**
Odile Streed, Concordia College

- 9. The Impact of the Internet on Franchise Recruitment**
David Fleming, University of South Florida
Rajiv P. Dant, University of South Florida
Ivan Lapuka, University of South Florida
- 10. Multi-Outlet Franchising – Implications for Theory and Practice**
Anna Watson, University of Surrey, United Kingdom
John Stanworth, University of Westminster, United Kingdom
David Purdy, University of Westminster, United Kingdom
Simon Healeas, University of Westminster, United Kingdom
Richard Holden, Lloyds TSB Bank plc
- 11. A Typology of Franchisee Responses During Strategic Change Processes**
Evelien Croonen, University of Groningen, The Netherlands
Maryse Brand, University of Groningen, The Netherlands
- 12. E-Commerce: The Adventures of Pizza Franchisees**
Joyce Young, Indiana State University
Paul Clark, Indiana State University
Faye McIntyre, University of West Georgia
- 13. The Effective Delivery of Franchisor Services: A Comparison of U.S. and German Support Practices for Franchisees**
Marko Grünhagen, Southern Illinois University - Edwardsville
Robin Di Pietro, University of Central Florida
Robert Stassen, University of Arkansas
Lorelle Frazer, Griffith Business School, Australia
- 14. Findings on Franchisee Turnover and Failure Rates: Case Finland**
Mika Tuunanen, University of Kuopio, Finland
Jenni Torikka, University of Jyväskylä, Finland
- 15. The Risk-Return Performance of Franchise Portfolios**
Hachemi Aliouche, University of New Hampshire
Fred Kaen, University of New Hampshire
Udo Schlenrich, University of New Hampshire
- 16. Efficiency Within a Plural Form Network: A DEA Application to Franchised Hotels and Company-Owned Hotels**
Rozenn Perrigot, University of Rennes 1, France
- 17. Australian Franchising Disputes: An Examination of Causes and Remedies Since 1998**
Frank Zumbo, University of New South Wales, Australia
- 18. A Census of International Franchise Regulation**
Andrew Terry, University of New South Wales, Australia
- 19. Interpreting Earnings Claims Information: A Second Trial**
Frank Wadsworth, Indiana University Southeast
William Vincent, Mercer University
Mathew Mattingly, General Electric

