



**22nd Annual Conference
Palais du Grand Large
Saint-Malo, Brittany, France
June 20 and 21, 2008**

- 1. The Commitment-Trust Theory as a Franchising Relationship
Foundation: Case Study Evidence from Australia and New Zealand**
Anthony Grace, Griffith University, Australia
Owen Wright, Griffith University, Australia
Lorelle Frazer, Griffith University, Australia
- 2. Managing the Franchisor–Franchisee Relationship: A Relationship
Marketing Perspective**
Anna Watson, University of Surrey, UK
Richard Johnson, Global Marketing Link Ltd., UK
- 3. Franchisee Personality Traits as Predictors of Franchisee-Franchisor
Relationship Strength**
Scott K. Weaven, Griffith University, Australia
Carmel Herington, Griffith University, Australia
Rajiv Dant, University of Oklahoma, USA
- 4. Impacts of US-Based Franchising in Developing Countries: A Middle-
Eastern Consumer Perspective**
Marko Grünhagen, Eastern Illinois University, USA
Susie Pryor, Washburn University, USA
Liesl Riddle, The George Washington University, USA
Carl L. Witte, Roosevelt University, USA
- 5. Franchising in India: An Evolutionary Perspective**
Audhesh Paswan, University of North Texas, USA
- 6. Asia’s Next Franchising Frontier: Good Morning Vietnam!**
Andrew Terry, University of New South Wales, Australia
- 7. Does Multi-unit Franchising Aid Differentiation? An Exposition**
Vinay K. Garg, Missouri State University, USA
Richard L. Priem, University of Wisconsin-Milwaukee, USA
Abdul A. Rasheed, The University of Texas at Arlington, USA
- 8. Improving Customer Satisfaction through Personalization: The Case of
Fast-food Franchises**
Odile Streed, Concordia College, USA
- 9. Interpreting Earnings Claims Information: One More Time!**
Frank H. Wadsworth, Indiana University Southeast, USA
William Vincent, Mercer University, USA

- 10. The Franchise Ownership Structure Puzzle**
Hachemi Aliouche, University of New Hampshire, USA
Udo Schlenrich, University of New Hampshire, USA
- 11. Organizational Form and Performance: Evidence from the Hotel Industry**
Renata Kosova, Cornell University, USA
Francine Lafontaine, University of Michigan, USA
Rozenn Perrigot, University of Rennes 1 and ESC Rennes, France
- 12. Managing Network Empowerment: Impacts of Communicative Efficiency on Franchisee Performance**
Thomas Ehrmann, University of Münster, Germany
Brinja Meiseberg, University of Münster, Germany
- 13. Contractual Complexity and Completion to Contain Opportunism in Franchise Agreements**
Vanessa Solis-Rodriguez, University of Leon, Spain
Manuel Gonzalez-Diaz, University of Oviedo, Spain
- 14. Effective Disclosure in the Regulation of Franchising**
Elizabeth C. Spencer, Bond University, Australia
- 15. Balance of Power, Certainty and Discretion in the Franchise Relationship: An Analysis of Contractual Terms**
Elizabeth C. Spencer, Bond University, Australia
- 16. Transparency of U.S. Franchise System Earnings Claims**
Frank H. Wadsworth, Indiana University Southeast, USA
Maree C. Chetwin, University of Canterbury, New-Zealand
- 17. What Franchisees are Seeking**
Stephen Benett, Griffith University, Australia
Lorelle Frazer, Griffith University, Australia
Scott K. Weaven, Griffith University, Australia
- 18. Psycho-Social Predictors of Franchisee Success and Implications for Selection**
Greg Nathan, Franchise Relationships Institute, Australia
Chris Jackson, University of New South Wales, Australia
James Allen, University of Queensland, Australia
- 19. The Characteristics of Franchisee Profile from the Point of View of Franchisors**
Jose Manuel Ramirez Hurtado, University of Seville, Spain
F. Javier Rondan Cataluna, University of Seville, Spain
- 20. Exploring the Implications of Franchisees' Entrepreneurial Proclivity: A Research Framework**
Jacques Boulay, ESSCA Angers, France

- 21. Human Resource Policies in the Plural Form**
Maryse Brand, University of Groningen, The Netherlands
Evelien Croonen, University of Groningen, The Netherlands
- 22. The Entrepreneurial Behaviours of Franchisees: Evidence from U.K. Franchise Systems**
Lola Dada, University of Surrey, UK
Anna Watson, University of Surrey, UK
David Kirby, The British University in Egypt, Egypt
- 23. Among Franchise Leaders: A Comparison of Franchisees, Top Executives, and Franchisors**
Dianne Welsh, University of North Carolina, USA
Peter V. Raven, Seattle University, USA
- 24. The Influence of Formal Coordination Mechanisms on the Relationship Quality of Inter-organizational Networks**
Lambert Scheer, Saarland University, Germany
Joachim Zentes, Saarland University, Germany
- 25. Identifying Stakeholder Effect in Restaurant Franchisors**
Roger W. Hutt, Arizona State University, USA
- 26. Corporate Social Responsibility in Franchise Systems**
Patrick J. Kaufmann, Boston University, USA
C.B. Bhattacharya, Boston University, USA
Liwu Hsu, Boston University, USA
- 27. Member-Franchisor Satisfaction towards National Franchising Association: Case Finland**
Mika Tuunanen, University of Kuopio, Finland
Jenni Torikka, Finnish Franchising Association and University of Jyväskylä, Finland
- 28. Membership in the Franchising System: A Worldwide Analysis**
Enrique Carlos Diez de Castrok, University of Seville, Spain
Antonio Navarro Garcia, University of Seville, Spain
Carlos Rodriguez Rad, University of Seville, Spain
F. Javier Rondan Cataluna, University of Seville, Spain
- 29. Brand Perceptions within New Zealand Franchises**
Kenneth Billot, Griffith University, Australia
- 30. Franchisors' Registered Trade Marks under Australia's: Trade Marks Act 1995 (Cth)**
Jenny Buchan, University of New South Wales, Australia

- 31. Efficiency Comparison of Multiple Brands within the Same Franchise: Data Envelopment Analysis Approach**
Eugene Roh, Central Michigan University, USA
Kyu Wan Choi, Purdue University
Ji-Hwan Yoon, Kyung Hee University, South Korea
- 32. Two-sided Moral Hazard and Monetary Vertical Restraints: Evidence from European Franchising Data**
Magali Chaudey, University of Jean Monnet of Saint-Etienne, France
Muriel Fadaïro, University of Jean Monnet of Saint-Etienne, France
- 33. Skew Distributions and the Sizes of Franchise Firms: A Study in the Senior Care Industry**
Ye-Sho Chen, Louisiana State University, USA
Robert Justis, Louisiana State University, USA
Soushan Wu, Chang-Gung University, Taiwan
- 34. Contractibility and Knowledge Transfer Mechanisms in Networks: The Case of Franchising**
Josef Windsperger, University of Vienna, Austria
Nina Gorovaia, Cyprus College, Cyprus
- 35. Synergistic Growth in Franchising: Evidence from Real Estate Brokerage**
Susan Flint-Hartle, Massey University, New Zealand
Anne de Bruin, Massey University, New Zealand
- 36. Franchisor's Competitive Strategies on Expansion: The Impact of Life Cycle**
Laura Lucia Palacios, University of Zaragoza, Spain
Victoria Bordonaba Juste, University of Zaragoza, Spain
Yolanda Polo Redondo, University of Zaragoza, Spain
- 37. Managing the Risk for International Franchise Expansion**
Bill Merrilees, Griffith University, Australia
Lorelle Frazer, Griffith University, Australia
- 38. Franchisee Satisfaction Among Food Franchisees**
Adele Berndt, University of Johannesburg, South Africa
- 39. Franchisees' Retail Premises Occupancy Models in Australia: The Rights and the Risks**
Jenny Buchan, University of New South Wales, Australia
Bill Butcher, University of New South Wales, Australia
- 40. Do Multi-unit Franchisees Gain More?**
Susana López-Bayón, University of Oviedo, Spain
Begoña López-Fernandez, University of Oviedo, Spain

