



**23rd Annual Conference ~ February 12-14, 2009  
Manchester Grand Hyatt ~ San Diego, California (USA)**

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

- 1. *Deviation from Standards and Information Withholding in Franchising Firms: The Role of Perceived Task Cohesion***  
Assâad El-Akremit, University of Toulouse 1 (France)  
Karim Mignonac, University of Toulouse 1 (France)  
Rozenn Perrigot, University of Rennes 1 CREM &  
ESC Rennes School of Business (France)
- 2. *Independent Franchisee Associations: Antecedents to Social Identification***  
Benjamin Lawrence, Boston University (USA)  
Patrick J. Kaufmann, Boston University (USA)
- 3. *Dynamics of Decision Rights in Networks: from Franchising to Licensing***  
Josef Windsperger, University of Vienna (Austria)  
Stefan Leitmannslehner, University of Vienna (Austria)
- 4. *One for All: A Survey of Franchise Trade Associations' Service to Members and Their Role in Regulation***  
Elizabeth Crawford Spencer, Bond University (Australia)
- 5. *The Effect of Regulatory Uncertainty on Organizational Form Decisions: Evidence from Within the Firm***  
Nathan Wilson, University of Michigan (USA)  
Francine Lafontaine, University of Michigan (USA)  
Rozenn Perrigot, University of Rennes 1 CREM &  
ESC Rennes School of Business (France)
- 6. *Can Franchise Agreements Provide for Relief Against Franchisor Failure in the Context of the Common Law?***  
Jenny Buchan, University of New South Wales (Australia)
- 7. *Benefits of Inner Strength for Franchise System Expansion***  
Thomas Ehrmann, University of Münster (Germany)  
Brinja Meiseberg, University of Münster (Germany)
- 8. *Retail Franchisors Reap Superior Benefits through Internal Co-branding***  
Owen Wright, Griffith University (Australia)  
Lorelle Frazer, Griffith University (Australia)
- 9. *Firm Advantages as Determinants of the U.S. Franchise Industry's International Expansion: An Update***  
Faye S. McIntyre, University of West Georgia (USA)  
Joyce A. Young, Indiana State University (USA)

10. ***An Introspective Examination of Single-Unit versus Multi-Unit Franchisees***  
 Rajiv P. Dant, University of Oklahoma (USA)  
 Scott K. Weaven, Griffith University (Australia)  
 Ivan I. Lapuka, University of Oklahoma (USA)  
 Brent L. Baker, University of South Florida (USA)  
 Hyo Jin (Jean) Jeon, University of Oklahoma (USA)
11. ***Multi-Unit Ownership Strategy in Franchising***  
 Josef Windsperger, University of Vienna (Austria)  
 Dildar Hussain, University of Vienna (Austria)
12. ***Internationalization, Plural Form and Risk in Franchising: A Bi-Country Analysis of U.S. and French Networks***  
 Rozenn Perrigot, University of Rennes 1 CREM &  
 ESC Rennes School of Business (France)  
 Sevgin Eroglu, Georgia State University (USA)
13. ***How Can Regulation Be Enhanced? New Perspectives on the Causes and Continuation of Franchising Conflict in Australia***  
 Scott Weaven, Griffith University (Australia)  
 Lorelle Frazer, Griffith University (Australia)  
 Jeff Giddings, Griffith University (Australia)
14. ***How Hard Should It Get? Performance of Soft and Hard Franchise Systems in Different Environments***  
 Maryse Brand, University of Groningen (The Netherlands)  
 Evelien Croonen, University of Groningen (The Netherlands)
15. ***Issues with Prior Disclosure as a Regulatory Strategy for Franchise Protection***  
 Andrew Terry, University of New South Wales (Australia)  
 Yun Zhang, University of New South Wales (Australia)
16. ***Dispelling Franchising Myths: Franchisors and Franchisees as Entrepreneurs***  
 Lola Dada, University of Surrey (UK)  
 Anna Watson, London College of Fashion (UK)  
 David Kirby, The British University in Egypt (Egypt)
17. ***Is the Franchising Model Attractive to Independent Small Business Operators?***  
 Stephen Bennett, Griffith University (Australia)  
 Lorelle Frazer, Griffith University (Australia)  
 Scott Weaven, Griffith University (Australia)
18. ***Franchising and Innovation***  
 Audhesh Paswan, University of North Texas (USA)  
 Derrick D'Souza, University of North Texas (USA)  
 Mohammad Ali Zolfagharian, University of Texas (USA)

- 19. *An Integrated Approach to International Franchise Expansion Modeling***  
E. Hachemi Aliouche, University of New Hampshire (USA)  
Udo A. Schlenrich, University of New Hampshire (USA)
- 20. *A Study of Key Factors Influencing International Franchisors' Entry Modes into China***  
Mingxia Zhu, University of International Business and Economics (China)  
Zhiqiong (June) Wang, University of New South Wales (Australia)  
Hong Quan, Northumbria University (UK)
- 21. *Franchising and International Expansion of Hotel Chains***  
Ilan Alon, Rollins College (USA)  
Liqiang Ni, University of Central Florida (USA)  
Youcheng Wang, University of Central Florida (USA)
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