



**24th Annual Conference ~ June 7-9, 2010  
University of New South Wales ~ Sydney, Australia**

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

- 1. *How Multi-Unit Franchising Impacts on the Four Franchising Imperatives – A Preliminary Investigation***  
Kelli Bodey, Griffith University (Australia)  
Scott Weaven, Griffith University (Australia)  
Debra Grace, Griffith University (Australia)
- 2. *The Simultaneous Use of Various Communication Means by Franchisors: Insights from the Subway Case***  
Rozenn Perrigot, University of Rennes (France)  
Guy Basset, University of Rennes (France)  
G rard Cliquet, University of Rennes (France)
- 3. *The Structure of Decision Rights in Franchising Networks: Property Rights, Agency Cost and Transaction Cost Explanations***  
Nada Mumdziev, University of Vienna (Austria)  
Josef Windsperger, University of Vienna (Austria)
- 4. *International Expansion Modeling: Application to US and Australian Franchising Firms***  
E. Hachemi Aliouche, University of New Hampshire (USA)  
Udo A. Schlenrich, University of New Hampshire (USA)  
Lorelle Frazer, Griffith University (Australia)
- 5. *Competition and Coverage: A Cross Sectional Analysis of the Structure of Multi-Unit Franchisee Ownership in U.S. Markets***  
Robert E. Stassen, University of Arkansas (USA)  
Chris Newman, University of Arkansas (USA)
- 6. *Multi-unit Franchising: A Property Rights View***  
Dildar Hussain, University of Vienna (Austria)  
Josef Windsperger, University of Vienna (Austria)
- 7. *Correlates of Successful Franchise Performance***  
Hyo-Jin (Jean) Jeon, The University of Oklahoma (USA)  
Rajiv P. Dant, The University of Oklahoma (USA)  
Brent L. Baker, University of North Dakota (USA)
- 8. *Entrepreneurial Orientation and The Franchise System: Organisational Antecedents and Performance Outcomes***  
Lola Dada, Lancaster University (UK)  
Anna Watson, University of the Arts London (UK)

9. ***Social Capital Transfer and Performance in Franchising***  
Brinja Meiseberg, Wilhelms-Universität Münster (Germany)  
Thomas Ehrmann, Wilhelms-Universität Münster (Germany)
  
10. ***Do Disclosure Documents Signal Value to Prospective Franchisees? A Conjoint Analytic Approach***  
Owen Wright, Griffith University (Australia)  
Hume Winzar, Macquarie University (Australia)
  
11. ***Good Faith in the Context of Franchising Agreements***  
Andrew Terry, University of Sydney (Australia)  
Cary Di Lernia, University of Sydney (Australia)
  
12. ***Stakeholder Input into Franchise Inquiries: an Australian Exploratory Study***  
Jenny Buchan, University of New South Wales (Australia)  
Jennifer Harris, University of New South Wales (Australia)
  
13. ***A Global Survey of Relationship Laws for Franchising***  
Elizabeth Crawford Spencer, Bond University (Australia)
  
14. ***The Impact on the Regulatory Regime on Foreign Franchisors' Entry in China: The KFC and McDonald's Experience***  
Zhiqiong June Wang, The University of Western Sydney (Australia)  
Andrew Terry, University of Sydney (Australia)
  
15. ***Acquisition of Local Knowledge by Franchisees: A Network Perspective***  
Evelien Croonen, University of Groningen (The Netherlands)  
Maryse Brand, University of Groningen (The Netherlands)  
Roger Leenders, University of Groningen (The Netherlands)
  
16. ***Implementing Multi-Channel Strategies: Issues and Opportunities for Franchise System Websites***  
G rard Cliquet, University of Rennes (France)  
Patrick Kaufmann, Boston University (USA)  
Dale D. Achabal, Santa Clara University (USA)
  
17. ***The Impact of Service Personalization of Business-Format Franchises***  
Odile J. Streed, Concordia College (USA)
  
18. ***HRM Challenges Facing the Franchise Sector***  
Mohammad Ali Zolfagharian, University of Texas (USA)  
Audhesh Paswan, University of North Texas (USA)  
David E. Omholt, The Entrepreneur Authority LLP, Texas (USA)  
Ann Jordan, University of North Texas (USA)
  
19. ***Conceptualising Franchisee-Based Brand Equity: The Role of Brand Relationship Management & Franchisor Competence***  
Munyaradzi W. Nyadzayo, Monash University (Australia)  
Margaret Matanda, Monash University (Australia)

20. ***A Preliminary Investigation of Organisational Structure Characteristics and Brand Within Franchises***  
Ken Billot, Griffith University (Australia)
  21. ***Franchising During Times of Economic Recession: A Longitudinal Analysis of Automotive Service Franchises***  
Marko Grünhagen, Eastern Illinois University (USA)  
Richard L. Flight, Eastern Illinois University (USA)  
David J. Boggs, Eastern Illinois University (USA)
  22. ***A Comparison of Retail Franchises, Independent Businesses and Purchased Existing Independent Business Startups: Lessons from the Kauffman Firm Survey***  
Dianne H.B. Welsh, The University of North Carolina (USA)  
David E. Desplaces, College of Charleston (USA)  
Amy E. Davis, College of Charleston (USA)
  23. ***Going Down Under: Risk in Franchising***  
Frank H. Wadsworth, Indiana University Southeast (USA)  
K. Chris Cox, Indiana University Southeast (USA)
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