

**2015 International Society of Franchising
29th Annual Conference**

University of Oviedo
Spain

June 18-20, 2015

- 1. Crowdfunding Theory of Franchising: An Exploration**
Aaron H. Anglin, University of Oklahoma (USA)
Rajiv P. Dant, University of Oklahoma (USA)
Jeremy C. Short, University of Oklahoma (USA)
- 2. Revised Statutory Cooling Off Provisions as a Solution to the Market for Lemons Problem in Business Format Franchising**
Courtenay Atwell, School of Taxation and Business Law (Australia)
- 3. Franchisor and Franchisee Failures: The Problem of Determining How Successful Is Franchising**
Rupert M. Barkoff, Kilpatrick Townsend & Stockton LLP (USA)
Andrew David Head, Kilpatrick Townsend & Stockton LLP (USA)
- 4. Franchisees' Resale Price Policy Facing Legal, Contractual and Professional Constraints: Insights from European and French Perspectives**
Guy Basset, University of Rennes 1 (France)
Rozenn Perrigot, University of Rennes 1 (France)
- 5. Franchisees' Optimism Bias and the Inefficiency of the FTC Franchise Rule**
Uri Benoliel, College of Law & Business (Israel)
Jenny Buchan, University of New South Wales (Australia)
- 6. Influence of Brand, Up-Front Franchise Fees and Initial Investment on Entrepreneurs' Decisions to Open a Franchise Outlet**
Esther Calderon-Monge, University of Burgos (Spain)
Pilar Huerta-Zavala, University of Burgos (Spain)
Jannett Ayup-González, University Autónoma of Tamaulipas (México)
- 7. More or Less Integration? Sector-Based Differences in French Franchising and Brand-Distribution Networks**
Odile Chanut, Aix-Marseille University (France)
Magali Chaudey, University of Lyon (France)
Muriel Fadairo, University of Lyon (France)

8. **Growth or Profitability? Innovation and Performance in Franchise Networks**
Magali Chaudey, University of Lyon (France)
Muriel Fadaïro, University of Lyon (France)
Anne-Laure Le Nadant, Normandy University (France)
Frédéric Perdreau, University of Lyon (France)
9. **Elvis Has Left the Building; Why Franchisees Leave Their Franchise Systems**
Evelien Croonen, University of Groningen (The Netherlands)
Maryse Brand, University of Groningen (The Netherlands)
10. **Certification: Motivations and Perceptions of Value within the Franchise Sector**
Denise M. Cumberland, University of Louisville (USA)
Gary D. Jones, University of Louisville (USA)
Evelien Croonen, University of Groningen (The Netherlands)
11. **Franchising Constructive Termination: Quirk, Quagmire or a French Solution?**
Robert W. Emerson, University of Florida (USA)
12. **Franchise Terminations: “Good Cause” Decoded**
Robert W. Emerson, University of Florida (USA)
13. **Franchise Savoir-Faire**
Robert W. Emerson, University of Florida (USA)
14. **The Neutral Factfinder as a Pathway to Legal Reform: Examples from Franchising**
Robert W. Emerson, University of Florida (USA)
15. **Choice of Contract Duration in Franchising Combining Transaction Cost, Resource-Based and Relational Governance Perspectives**
Nina Gorovaia, Frederick University Cyprus (Cyprus)
16. **Organizational Capabilities and Multi-unit Franchising Evidence from Germany and Switzerland**
Dildar Hussain, ESC Rennes School of Business (France)
Josef Windsperger, University of Vienna (Austria)
17. **A Knowledge Based View of Franchise System Success: An Empirical Investigation and Replication**
Hyo Jin (Jean) Jeon, University of Nevada (USA)
Rajiv P. Dant, University of Oklahoma (USA)
Brent L. Baker, University of North Dakota (USA)

- 18. International Area Development Franchising Relationships: A Qualitative Study**
Vita Kadile, University of Leeds (UK)
Matthew Robson, University of Leeds (UK)
Kathryn Watson, University of Leeds (UK)
L. Jeremy Clegg, University of Leeds (UK)
- 19. Entrepreneurial Orientation, Innovation and Performance in Franchise Networks: A Configurational Approach**
Nabil Khelil, Normandie University (France)
Catherine Allix-Desfautaux, Normandie University (France)
Anne-Laure Le Nadant, Normandie University (France)
Fanny Simon-Lee, Normandie University (France)
- 20. The Effects of E-Commerce on Franchising: An Exploratory Australian-Based Study**
Zhanna Kremez, Griffith University (Australia)
- 21. Trying to Reduce Contract Terminations: The Different Views of Franchisors and Franchisees**
Begoña López Fernández, University of Oviedo (Spain)
Susana López-Bayón, University of Oviedo (Spain)
- 22. The Royalty Rate and the Trade-off between Risk and Incentives; Determinants and Performance Outcomes in Franchising Networks**
Cintya Lanchimba, National Polytechnic School (Ecuador)
Muriel Fadaïro, University of Lyon (France)
Josef Windsperger, University of Vienna (Austria)
- 23. The Effect of Service Complexity on Performance of Franchised Outlets**
Ben Lawrence, Cornell University (USA)
Linda Canina, Cornell University (USA)
Cathy A.ENZ, Cornell University (USA)
- 24. Consequences of Franchising Maximization versus Optimization on Firm Performance**
Melih Madanoglu, Florida Atlantic University (USA)
Gary Castrogiovanni, Florida Atlantic University (USA)
- 25. Linkages between Pricing Practices in Franchise Chains and Franchisor-, Franchisee- and System-Level-Outcomes**
Brinja Meiseberg, Westfälische Wilhelms-Universität Münster (Germany)
Rozenn Perrigot, University of Rennes 1 (France)
- 26. Knowledge-Based Trust in Franchising: A Franchisor's Perspective**
Nada Mumdziev, Webster University (Austria)
Jana Siklienková, University of Vienna (Austria)

27. **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 (France)
Pablo Collazzo Yelpo, Vienna University of Economics and Business (Austria)
28. **A Knowledge Perspective of Franchise Brand Management**
Audhesh K Paswan, University of North Texas (USA)
Pramod Iyer, University of North Texas (USA)
Sua Jeon, University of North Texas (USA)
Retno Tanding Suryandari, University Sebelas Maret (Indonesia)
29. **Entrepreneur-Franchisor in Emerging Economy: An Introspective Study in México**
Audhesh K Paswan, University of North Texas (USA)
María de los Dolores Santarriaga Pineda, University of Colima (México)
Francisco Carlos Soto Ramirez, University of Colima (México)
30. **A Multi-Sector Examination of Antecedents of Voluntary Information Disclosure by Franchisors**
Farhad Sadeh, McMaster University (Canada)
Manish Kacker, McMaster University (Canada)
31. **Innovation and Motivation for New Idea Generation in Franchising Network**
Fanny Simon, University of Caen (France)
Catherine Allix-Desfautaux, University of Caen (France)
Nabil Khelil, University of Caen (France)
Anne-Laure Lenadant, University of Caen (France)
32. **The Relevance of Contract Design in Franchising Success**
Vanesa Solís Rodríguez, University of Oviedo (Spain)
Manuel González Díaz, University of Oviedo (Spain)
33. **Corporate Chains versus Contractual Chains: Examining Competition and Store Development in a Longitudinal Analysis of the Automotive Parts Retailing Industry**
Robert Stassen, University of Arkansas (USA)
34. **When the Party's Over: Issues at the End of a Franchising Relationship**
Andrew Terry, University of Sydney (Australia)
Maree Chetwin, University of Canterbury (New Zealand)
35. **A Survey on Subway's Competitiveness in Macau**
Yasmin Vai, Viva Macao Commercial Offshore Ltd (China)
Javier Calero Cuervo, University of Macau (China)

- 36. Franchising in the Education Sector in Pakistan: Is it Social Franchising? Preliminary Insights from Franchisees**
Muhammad Akib Warraich, University of Rennes 1 (France)
Rozenn Perrigot, University of Rennes 1 (France)
- 37. A Cross-Cultural Exploration of Franchise Entrepreneurial Orientation**
Anna Watson, University of Hertfordshire (UK)
Olufunmilola (Lola) Dada, Lancaster University (UK)
Owen Wright, Griffith University (Australia)
Rozenn Perrigot, University of Rennes 1 (France)
- 38. Ownership and Control in Franchising Networks**
Josef Windsperger, University of Vienna (Austria)
Magali Chaudey, University of Lyon (France)
Muriel Fadairo, University of Lyon (France)
- 39. The Enforcement of China's Anti-Monopoly Law and the Regulation on Restrictive Competition in Franchising**
Xiao Xiaowen, Beijing Normal University (China)
Xiao Yongtian, Beijing Normal University (China)
- 40. Do Good Soldiers Make Good Franchisees? Examining the Effects of Military Veterans On The Entrepreneurial Franchisee Recruitment-Franchise Growth Relationship**
Miles A. Zachary, West Virginia University (USA)
Jeremy C. Short, University of Oklahoma (USA)
David J. Ketchen Jr., Auburn University (USA)
Rajiv P. Dant, University of Oklahoma (USA)
- 41. Unnatural Relationship Dissolution in Franchising: A Dual-Agency Perspective**
Xu (Vivian) Zheng, City University of Hong Kong (China)
Jeff Jianfeng Wang, City University of Hong Kong (China)
Marko Grünhagen, Eastern Illinois University (USA)