



**ISO F**  
INTERNATIONAL SOCIETY OF FRANCHISING

32nd Annual ISO F Conference  
June 28 - 30, 2018  
Quito - Ecuador




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**32<sup>nd</sup> Annual ISO F Conference**  
**June 28-30, 2018**  
**Quito, Ecuador**

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Venue:

Escuela Politécnica Nacional, Quito, Ecuador  
Ladron de Guevera E11-253, Quito 170517  
Building Medios Externos (CEC)  
Room Auditorio 2

**Thursday, June 28, 2018**

13:30-14:30 **REGISTRATION**

(Room: Auditorio 2)

14:30-15:00 **OPENING GREETING**

(Room: Auditorio 2)

Luis LASCANO      Dean of the Sciences Faculty at Escuela Politécnica Nacional, Quito  
Marko GRÜNHAGEN      President of the International Society of Franchising (ISO F)  
Cintya LANCHIMBA,      Co-Chair, 32nd Annual ISO F Conference  
Muriel FADAIRO      Co-Chair, 32nd Annual ISO F Conference

15:00-16:30

**Session 1: GOVERNANCE IN FRANCHISING**  
**(Room: Auditorio 2)**

Chair: Dildar HUSSAIN, Rennes School of Business (France)

**Application of Multilateral Stakeholder Perspective to Opportunism in Franchise Systems**

*Aveed RAHA, University of Vienna (Austria)*  
*Iilir HAJDINI, University of Vienna (Austria)*  
*Josef WINDSPERGER, University of Vienna (Austria)*

**A Review: The Corporate Governance of Franchising**

*Christopher VON KOCH, Linnaeus University (Sweden)*  
*Martin LUDVIGSSON-WALLETTE, Linnaeus University (Sweden)*  
*Ola NILSSON, Linnaeus University (Sweden)*

**Decay and Renewal of Corporate Routines: A Longitudinal Assessment of Franchisee Compliance**

*Benjamin LAWRENCE, Robinson College of Business (USA)*  
*Brett MASSIMINO, Cornell University (USA)*

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16:30-16:45 Refreshment break (Room: Sala de Convenciones)

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16:45-18:15

**Session 2: DYNAMICS, LEARNING AND EDUCATION IN FRANCHISING**  
(Room: Auditorio 2)

Chair: Eugênio José Silva BITTI, University of São Paulo (Brazil)

**Franchise Education in the United States: A Content Analysis of Syllabi from U.S. Business Schools**

*Denise M. CUMBERLAND, University of Louisville (USA)*

*Jenny BUCHAN, University of New South Wales (Australia)*

*Benjamin LITALIEN, University of Maryland (USA)*

**Learning and Development in Franchising within the Context of Business Performance**

*Janette TIMMS, Griffith University (Australia)*

*Lorelle FRAZER, University of the Sunshine Coast (Australia)*

*Scott WEAVEN, Griffith University (Australia)*

**Evolution of Dynamic Capabilities for Replication: Field Study of a Nascent Chain**

*Vinay K. GARG, Missouri State University (USA)*

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Buses leave at 18:30 from building Medios Externos (CEC)

**19:00 - 22:00**

***Dinner at Restaurant Vista Hermosa Itchimbia***

***The Restaurant has a Great View of the Historic Center of Quito***

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**Friday, June 29, 2018**

9:00-10:30

**Session 3: RELATIONAL AND CONTRACTUAL ISSUES IN FRANCHISING (I)**  
(Room: Auditorio 2)

Chair: Vinay K. GARG, Missouri State University (USA)

**The Structure of Franchise Contracts**

*Nada MUMDŽIEV, Webster Vienna Private University (Austria)*

*Josef WINDSPERGER, University of Vienna (Austria)*

**Franchise Participants as Proper Plaintiffs: Walker Process Claims**

*Robert W. EMERSON, University of Florida (USA)*

**Spatial Organization and Contractual Design in Franchising: Evidence from Brazil**

*Eugênio José Silva BITTI, University of São Paulo (Brazil)*

*Cintya LANCHIMBA, Escuela Politécnica Nacional, Quito, (Ecuador)*

*Muriel FADAIRO, University of Saint-Etienne / Lyon (France)*

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10:30-10:45 Energy break (Room: Sala de Convenciones)

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10:45-12:15

**Session 4: SATISFACTION AND SUSTAINABILITY IN FRANCHISING**  
**(Room: Auditorio 2)**

Chair: Magali CHAUDEY, University of Saint-Etienne / Lyon (France)

**Franchisees and Independent Contractors: Are They Satisfied?**

*Dianne H.B. WELSH, University of North Carolina Greensboro (USA)*

*Bonnie F. CANZIANI, University of North Carolina Greensboro (USA)*

**The Influences of National Cultures on the Mediating Effect of Satisfaction**

*Nada MUMDŽIEV, Webster Vienna Private University (Austria)*

*Michele GRIESSMAIR, University of Vienna (Austria)*

*Dana MINARIKOVA, University of Vienna (Austria)*

*Hyon Jin JEON, University of Nevada, Reno (USA)*

**The Franchise Model - How to Accelerate Circular Economy Implementation in the Recycling Sector**

*Dominique BONET FERNANDEZ, IPAG Business School (France)*

*Hachemi ALIOUCHE, University of New Hampshire (USA)*

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12:15-14:00 Networking lunch (Room: Sala de Convenciones)

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14:00-15:30

**FDNEC Workshop**

**Special Session A: Franchising and Distribution Networks in Emerging Countries**  
**(Room: Auditorio 2)**

Chair: Hachemi ALIOUCHE, University of New Hampshire (USA)

**A Qualitative Exploration of Multi-Brand, Multi-System and Multi-Role Franchising in Brazil**

*Marko GRÜNHAGEN, Eastern Illinois University (USA)*

*Manuel GONZÁLEZ-DÍAZ, University of Oviedo (Spain)*

*Dildar HUSSAIN, Rennes School of Business (France)*

*Haroldo MONTEIRO DA SILVA FILHO, Rennes School of Business (France)*

**International Franchising Strategies: An Analysis of Firms from an Emerging Market**

*Vanessa Pilla BRETAS, ESPM, School of Business and Marketing (Brazil)*

*Thelma Valéria ROCHA, ESPM, School of Business and Marketing (Brazil)*

*Renata GALHANONE, ESPM, School of Business and Marketing (Brazil)*

*Frederico TUROLLA, ESPM, School of Business and Marketing (Brazil)*

*Jefferson Ricardo GALETTI, ESPM, School of Business and Marketing (Brazil)*

**Separate the Tares from the Wheat? Organizational Design and Signaling Issues in Brazilian Franchising**

*Cintya LANCHIMBA, Escuela Politécnica Nacional, Quito, (Ecuador)*

*Vivian-Lara SILVA, University of São Paulo (Brazil)*

*Muriel FADAIRO, University of Saint-Etienne / Lyon (France)*

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15:30-15:45 Refreshment break (Room: Sala de Convenciones)

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15:45-17:15

**FDNEC Workshop**

***Special Session B: Franchising and Distribution Networks in Emerging Countries  
(Room: Auditorio 2)***

Chair: Anna WATSON, University of Hertfordshire (UK)

**Agency Costs, Scarce Resources and Economic Recession: Influences on the Contractual Mix in Brazilian Franchised Chains**

*Eugênio José Silva BITTI, University of São Paulo (Brazil)*

*Vinícius Medeiros MAGNANI, University of São Paulo (Brazil)*

*Bianca THOMAZELLA, University of São Paulo (Brazil)*

**Exploring Cultural Factor Contribution to International Competitiveness of Middle East Retail Food Franchises - Cases from Lebanon and UAE**

*Bassem M. NASRI, Prince Mohammad Bin Fahd University (Saudi Arabia)*

*Pablo COLLAZO YELPO, Lauder Business School (Austria)*

**The influence of Relationship Networks on the Internationalization Process in Emerging Markets - A Case Study with a Brazilian Franchisor**

*Vanessa Pilla BRETAS, ESPM, School of Business and Marketing (Brazil)*

*Thelma Valéria ROCHA, ESPM, School of Business and Marketing (Brazil)*

*George BEDINELLI, ESPM, School of Business and Marketing (Brazil)*

*Renata GALHANONE, ESPM, School of Business and Marketing (Brazil)*

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Bus leaves at 19:15 from building Civil (parking in front of Hotel Barnard)

**19:30-22:00**

***Gala Dinner at Hotel Quito***

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**Saturday, June 30, 2018**

9:00-10:30

***Session 5: PERFORMANCE ISSUES IN FRANCHISING  
(Room: Auditorio 2)***

Chair: Nada MUMDŽIEV, Webster Vienna Private University (Austria)

**Franchisee Performance: A Signaling Perspective**

*Swati PANDA, University of North Texas (USA)*

*Audhesh K. PASWAN, University of North Texas (USA)*

*Sailendra P. MISHRA, University of Texas at Dallas (USA)*

**The Influence of an Entrepreneurial Personality on Franchisee Performance: A Cross-Cultural Analysis**

*Anna WATSON, University of Hertfordshire (UK)*

*Lola DADA, Lancaster University (UK)*

*Begoña LÓPEZ-FERNÁNDEZ, University of Oviedo (Spain)*

*Rozenn PERRIGOT, University of Rennes 1 (France)*

**Performance Outcomes of Organizational Choices in French Franchising**

*Frédéric PERDREAU, University of Saint-Etienne / Lyon (France)*

*Magali CHAUDEY, University of Saint-Etienne / Lyon (France)*

*Muriel FADAÏRO, University of Saint-Etienne / Lyon (France)*

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10:30-10:45 Energy break

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10:45-12:15

**Session 6: RELATIONAL AND CONTRACTUAL ISSUES IN FRANCHISING (II)**  
**(Room: Auditorio 2)**

Chair: Vanessa Pilla BRETAS, ESPM, School of Business and Marketing (Brazil)

**Qualitative Insights in the Franchisor-Franchisee Relationship: Exploring Governance**

*Swati PANDA, University of North Texas (USA)*

*Lou E. PELTON, University of North Texas (USA)*

**Biased Judgment? An Analysis of Franchisees Falling Victim to Cognitive Biases**

*Robert W. EMERSON, University of Florida (USA)*

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11:45 -12:30 **ISoF BUSINESS MEETING** (Room: Auditorio 2)

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12:30-13:45 **Networking lunch** (Room: Sala de Convenciones)

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13:45-14:15 **Presentation: 33rd ISoF CONFERENCE 2019 in Vienna, Austria** and  
**3rd FDNEC International Workshop in São Paulo, Brazil** (Room: Auditorio 2)

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14:15- 14:45 **CONFERENCE AWARDS** (Room: Sala de Convenciones)

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14:45-15:45 **Farewell toast** (Room: Sala de Convenciones)

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**City Tour of Quito**

**Buses** leave at 16:40 from EPN and at 16:50 from Hotel Quito - return about **20:00**