

33rd Annual International Society of Franchising Conference

June 6-8, 2019
Vienna, Austria

Venue:

Webster Vienna Private University
Praterstrasse 23, 1020 Vienna, Austria

Conference Program

Thursday, June 6, 2019		
12.00-13.00	REGISTRATION	Building Foyer
13.00-13.15	WELCOME & OPENING GREETINGS Nada Mumdzhev & Nikolaos Antonakakis, Conference Co-Chairs Marko Grünhagen, ISoF President Samuel R. Schubert, Associate Director, Webster Vienna Private University	Room 4.07, 4 th Floor
13.15-14.30	Session 1: Franchise Relationships Session Chair: Jenny Buchan, University of New South Wales Sydney (Australia)	Room 4.07, 4 th Floor
<p>Determinants of Franchisee Overall Satisfaction: Application of the Performance Feedback Theory <i>Michael JIRASEK, Masaryk University (Czechia)</i> <i>Susanne Maria GAFFKE, University of Vienna (Austria)</i> <i>Josef WINDSPERGER, University of Vienna (Austria)</i></p> <p>Franchisees' Satisfaction and Commitment: The Role of Brand Equity and Fairness in Mobile Payment <i>Franck Arthur Roméo DAGRI, University Jean Lorougnon Guédé, Daloa (Ivory Coast)</i> <i>Augustin ANASSE, University Alassane Ouattara, Bouaké (Ivory Coast)</i> <i>Gérard CLICQUET, University Rennes 1 (France)</i></p> <p>The Impact of Franchisees' Perceived Stakeholder Roles on Conflict in Franchising Networks <i>Aveed RAHA, University of Vienna (Austria)</i> <i>Ilir HAJDINI, University of Vienna (Austria)</i></p>		
14.30-14.45	Coffee Break	Atrium, Ground Floor

14.45-16.00	Session 2: Expansion and Internationalization Session Chair: Manish Kacker, McMaster University (Canada)	Room 4.07, 4 th Floor
<p>Franchise Signals towards Internationalization <i>Ilan ALON, University of Agder (Norway)</i> <i>Michèle BOULANGER, Rollins College (USA)</i> <i>Massiel Carolina HENRÍQUEZ-PARODI, University of Agder (Norway)</i> <i>Maria JELL-OJOBOR, LUISS Guido Carli University (Italy)</i> <i>Esmeralda Naa Momo ARYEE, University of Agder (Norway)</i></p> <p>Franchising in the Balkans: History, Status and Challenges <i>Marko GRÜNHAGEN, Eastern Illinois University (USA)</i> <i>Nada MUMDŽIEV, Webster Vienna Private University (Austria)</i> <i>Barbara HARČA, University of Rijeka (Croatia)</i> <i>Tamara MILENKOVIĆ-KERKOVIĆ, University of Niš (Serbia)</i> <i>Jasmina DLAČIĆ, University of Rijeka (Croatia)</i></p> <p>Choice between Equity and Non-Equity Governance Modes in International Franchising <i>Maria JELL-OJOBOR, LUISS Guido Carli University (Italy)</i> <i>Iilir HAJDINI, University of Vienna (Austria)</i> <i>Josef WINDSPERGER, University of Vienna (Austria)</i></p>		
16.00-16.15	Coffee Break	Atrium, Ground Floor
16.15-17.30	Session 3: Legal Issues in Franchising Session Chair: Bob Stassen, University of Arkansas (USA)	Room 4.07, 4 th Floor
<p>A Franchisor's Vicarious Liability: Trademarks, Control, Consumers' Perceptions, Websites, and the Internet <i>Robert EMERSON, University of Florida (USA)</i></p> <p>Bankruptcies and Bailouts: The Continuing Impact of the Financial Crisis on The Franchise Auto Dealer Industry <i>Jason PARNELL, Seyfarth Shaw LLP (USA)</i> <i>Robert EMERSON, University of Florida (USA)</i></p> <p>Comparison of Franchise Contracts <i>Vanesa SOLIS-RODRIGUEZ, University of Oviedo (Spain)</i> <i>Nada MUMDŽIEV, Webster Vienna Private University (Austria)</i> <i>Manuel GONZALEZ-DIAZ, University of Oviedo (Spain)</i></p>		
17.30-18.15	Time to Freshen Up before Dinner	
18.30-19.30	Transfer to the Dinner Location Bus pickup points and times: 18.15 at Novotel Suites Hotel 18.30 at Novotel Wien City Make sure to be at the pickup point ON TIME, because the bus can wait only for a few minutes before departing.	
19.30-22.00	CONFERENCE DINNER Gala Dinner of the Austrian Franchise Association Burg Perchtoldsdorf , Paul-Katzberger-Platz 1, 2380 Perchtoldsdorf http://www.burg-perchtoldsdorf.at	Burg (Castle) Perchtoldsdorf (outside of Vienna)

FRIDAY June 7, 2019		
9.00-10.15	Session 4: Entrepreneurship and Innovation in Franchising Session Chair: Dildar Hussain, Rennes School of Business (France)	Room 4.07, 4 th Floor
<p>Who Wants to Be a Franchisee? Integrating Theories to Explain Entrepreneurial Intentions <i>Evelien CROONEN, University of Groningen (The Netherlands)</i> <i>Hans VAN DEN BIJ, University of Groningen (The Netherlands)</i> <i>Rozenn PERRIGOT, University of Rennes 1 (France)</i> <i>Assâad EL AKREMI, University of Toulouse 1 (France)</i> <i>Olivier HERRBACH, University of Bordeaux (France)</i></p> <p>Controlling for Innovation <i>Anna WATSON, University of Hertfordshire (UK)</i> <i>Julienne SENYARD, Griffith University (Australia)</i> <i>Olufunmilola (Lola) DADA, Lancaster University (UK)</i></p> <p>Investing in Entrepreneurs: The Case of Franchising <i>Steven C. MICHAEL, University of Illinois (USA)</i></p>		
10.15-10.30	Coffee Break	Atrium, Ground Floor
10.30-12.00	Session 5: Marketing Issues in Franchising Session Chair: Nina Gorovaia, Frederick University (Cyprus)	Room 4.07, 4 th Floor
<p>Resale Pricing as Part of Franchisor Know-How <i>Rozenn PERRIGOT, University of Rennes 1 (France)</i> <i>Begoña LOPEZ-FERNANDEZ, University of Oviedo (Spain)</i> <i>Guy BASSET, University of Rennes 1 (France)</i> <i>Olivier HERRBACH, University of Bordeaux (France)</i></p> <p>Antecedents of Franchisees' Positive Word-of-Mouth in Emerging Countries <i>Awokoya 'Jide FESTUS, Rennes School of Business (France)</i> <i>Dildar HUSSAIN, Rennes School of Business (France)</i></p> <p>Channel Governance through Brand Equity: Implications for Capital Allocation to Brand Investments <i>Mohammad B. KAYED, McMaster University (Canada)</i> <i>Manish KACKER, McMaster University (Canada)</i> <i>Ruhai WU, McMaster University (Canada)</i> <i>Farhad SADEH, Eastern Illinois University (USA)</i></p> <p>Market Coverage and Company-Owned Outlets in Mature Franchise Systems: An Examination of Yum Brands <i>Jingbo ZHANG, University of Arkansas (USA)</i> <i>Robert E. STASSEN, University of Arkansas (USA)</i></p>		
12.00-13.30	LUNCH	Atrium, Ground Floor

13.30-14.45	Session 6: Social, Ethical and Legal Issues in Franchising Session Chair: Begoña Lopez-Fernandez, University of Oviedo (Spain)	Room 4.07, 4 th Floor
<p>Social Franchising <i>Marta Joanna ZIÓŁKOWSKA, Warsaw School of Economics (Poland)</i></p> <p>Gender Differences in Ethical Behavior: Evidence from the CSR Policies in Spanish Franchise Chains <i>María FERNÁNDEZ-MUIÑOS, University of Salamanca (Spain)</i> <i>Roberto SÁNCHEZ-GÓMEZ, University of Salamanca (Spain)</i> <i>Luis VÁZQUEZ-SUÁREZ, University of Salamanca (Spain)</i></p> <p>Does Mandatory Pre-contract Disclosure Regulate Business Format Franchising Sufficiently or Do Franchisees Still Have to Rely on the Kindness of Strangers: An Australian Perspective <i>Jenny BUCHAN, University of New South Wales Sydney (Australia)</i> <i>Courtenay ATWELL, University of New South Wales Sydney (Australia)</i></p>		
14.45-15.00	Coffee Break	Atrium, Ground Floor
15.00-16.00	Panel Session 7: Franchising in the Age of Digital Retailing Waltraud Martius , CEO, Syncon Consulting GmbH, Honorary President of the Austrian Franchise Association Aleksandar Erceg , Franchise Center Croatia, University of Osijek	Room 4.07, 4 th Floor
16.00-17.00	Time to freshen up before the City Tour	
17.00-19.00	Walking Tour of the Vienna Historic City Centre Meeting Point: Webster University Atrium (main building entrance) City walking tour ends around 19.00 at Schwedenplatz, which will also be one of the bus pickup points for the transfer to the Conference Dinner restaurant (details are below)	
	BUS TRANSFER TO THE DINNER VENUE: For those who will not participate in the walking tour, bus pickup is organized: 19.00 at Novotel Suites Hotel 19.15 at Novotel Wien City Hotel 19.30 Schwedenplatz (at the bus stop) – this is the pickup point for those who will be on the walking tour. The walking tour will end at Schwedenplatz. Make sure to be at the pickup point ON TIME, because the bus can wait only for a few minutes before departing.	
20.00-22.30	CONFERENCE DINNER Venue: Heuriger Maly, Sandgasse 8, 1190 Vienna	

SATURDAY 8th June		
8.30 -9.45	Session 8: New Areas and Directions in Franchising Research Session Chair: Maria Jell-Ojobor, LUISS Guido Carli University (Italy)	Room 4.07, 4 th Floor
<p>Franchise Model in Health Care Sector: Institutional Influences on Health Care Clinics in Spain <i>Nina GOROVAIA, Frederick University (Cyprus)</i> <i>Guillermo Navarro SANFELIX, University of Valencia (Spain)</i></p> <p>International Franchising: Literature Review and Future Avenues <i>Ilan ALON, University of Agder (Norway)</i> <i>Indri Dwi APRILIYANTI, University of Agder (Norway)</i> <i>Massiel Carolina HENRÍQUEZ-PARODI, University of Agder (Norway)</i></p> <p>Blockchain and Smart-Contract: A Pioneering Approach of Inter-Firm Relationships <i>Richard BARON, University of Lyon (France)</i> <i>Magali CHAUDEY, University of Lyon (France)</i></p>		
9.45-10.00	Coffee Break	Atrium, Ground Floor
10.00-11.15	Session 9: Governance and Ownership Issues in Franchising Session Chair: Evelien Croonen, University Groningen (The Netherlands)	Room 4.07, 4 th Floor
<p>Governance Structure and Opportunism in Franchising: An Emerging Market Perspective <i>Swati PANDA, University of North Texas (USA)</i> <i>Satyendra C. PANDEY, Institute of Rural Management (India)</i> <i>Audhesh K. PASWAN, University of North Texas (USA)</i> <i>Lou E. PELTON, University of North Texas (USA)</i></p> <p>Ownership Structure of Franchise Chains: Trade-off between Adaptation and Control <i>Michal JIRASEK, Masaryk University (Czechia)</i> <i>Matthias GLASER, (University of Vienna)</i> <i>Josef WINDSPERGER, University of Vienna (Austria)</i></p> <p>Governance in Franchising: Expanding the Conceptual Domain <i>Martin LUDVIGSSON-WALLETTE, Linnaeus University (Sweden)</i> <i>Benjamin LAWRENCE, Georgia State University (USA)</i></p>		
11.15-11.30	Coffee Break	Atrium, Ground Floor
11.30-12.45	Session 10: Knowledge, Capabilities and Performance in Franchising Session Chair: Anna Watson, University of Hertfordshire (UK)	Room 4.07, 4 th Floor
<p>Dynamic Capabilities, Operational Capabilities, and Franchise System Performance <i>Nabil KHELIL, University of Caen Normandie (France)</i> <i>Anne-Laure LE-NADANT, University of Rennes (France)</i> <i>Frédéric PERDREAU, University of Lyon (France)</i></p> <p>Unpacking the Microfoundations of Dynamic Capabilities in Franchise Systems <i>Fanny SIMON, University of Rouen (France)</i> <i>Magali MALHERBE, University of Caen (France)</i> <i>Catherine ALLIX-DESFAUTAUX, University of Caen (France)</i></p>		

<p>Stay Ahead of the Game or Stay Still: The Impact of Learning and Development on Business Performance <i>Janette TIMMS, University of the Sunshine Coast (Australia)</i> <i>Lorelle FRAZER, University of the Sunshine Coast (Australia)</i> <i>Scott WEAVERN, Griffith University (Australia)</i> <i>Park THAICHON, Griffith University (Australia)</i></p>		
12.45-14.00	LUNCH	Atrium, Ground Floor
14.00-15.00	ISoF Business Meeting	Room 4.07, 4 th Floor
15.00-15.30	Conference Awards 34th ISoF Conference 2020 in Noosa Heads, Australia	Room 4.07, 4 th Floor
15.50-19.15	<p>Post-Conference Visit to Schönbrunn Palace</p> <p>3-hour trip to visit famous Schönbrunn Palace (Vienna's 'Versailles') after the conference. The trip is included in the conference fee. A bus will take us from the University to the palace, where we will have a 45 min tour inside the castle, as well as 45 min walk around the beautiful park. The bus will transfer us back to the hotels afterwards.</p> <p>Bus Pickup time: 15:50 (3.30 pm)</p> <p>Meeting Point: 15:45 Webster University Atrium (ground floor, main entrance), and from there we will go to the bus to take us to the Palace</p> <p>Bus pickup time: 18.30 (6.30 pm) bus pickup time close to Schönbrunn and we will be back around shortly after 19.00 (7 pm) at the hotels</p>	

Optional day trip on Sunday 9th June 2019

There is an optional trip to the Wachau region on Sunday. All information about the trip is posted on the ISoF website: <http://www.franchisesociety.com/2019-accommodation-visitor-info/>