



34th Annual International Society of Franchising Conference

Tuesday 25th May 2021 – Friday 28th May 2021

Hosted by the University of the Sunshine Coast, Australia

Zoom link for All Sessions: <https://usc-au.zoom.us/j/4079940910>

*The date and time indicates the session starting times. Session duration is 1 hour. Each paper has 10 minutes to present			
<u>USA</u> <u>(ET)</u>	<u>Paris,</u> <u>FRANCE</u> <u>(CET)</u>	<u>Sunshine</u> <u>Coast, AUS</u> <u>(AET)</u>	<u>Session</u>
Tuesday (25 th) 5pm	Tuesday (25 th) 11pm	Wednesday (26 th) 7am	<p>OFFICIAL OPENING & WELCOME</p> <ul style="list-style-type: none"> - Conference Co-Chairs: Professor Lorelle Frazer & Dr Anthony Grace (USC, Australia) - Chair: Professor Marko Grünhagen (President, ISoF) - E. Hachemi Aliouche, Director of the Rosenberg International Franchise Center at the Univ of New Hampshire. <p><i>Inaugural Address - Rosenberg International Franchise Center/ISoF Eminent Franchise Scholar Award: Jim Combs, Ph.D., University of Central Florida (USA). Topic: "The long arc of franchising research: Where do we go from here?"</i></p>
Tuesday (25 th) 6pm	Tue (25 th) 12 midnight	Wed (26 th) 8am	<p>SESSION 1</p> <p>Chair: Jean Jeon, University of Nevada (USA)</p>
			<p>Multi-Brand Franchising: An Integrated Agency Theory Perspective</p> <p>Mohammad B. Kayed, McMaster University (Canada)</p> <p>Manish Kacker, McMaster University (Canada)</p>
			<p>Multi-Unit Franchise in Brazil: An Integrative Model</p> <p>Eugênio José Silva Bitti, University of São Paulo (Brazil)</p> <p>Vinicius Medeiros Magnani, University of São Paulo (Brazil)</p> <p>Matheus da Costa Gomes, University of São Paulo (Brazil)</p> <p>Cintya Lanchimba, Escuela Politécnica Nacional (Ecuador)</p>

			<p>The ‘reasonable person’ in standard form franchise agreements – the Australian perspective <i>Jenny Buchan, UNSW (Australia)</i> <i>Courtenay Atwell, UNSW (Australia)</i> <i>Rob Nicholls, UNSW (Australia)</i></p>
<u>USA (ET)</u>	<u>Paris, FRANCE (CET)</u>	<u>Sunshine Coast, AUS (AET)</u>	
Tue (25 th) 7pm	Wed (26 th) 1am	Wed (26 th) 9am	<p>SESSION 2 <i>Chair: Swati Panda, Kennesaw State University (USA)</i></p>
			<p>Franchisors communication of risk and return <i>Areej Saad Alshamrani, Monash University (Australia)</i> <i>Sudha Mani, Monash University (Australia)</i></p>
			<p>Joint Employment and the Development of Vicarious Liability in Franchising <i>Robert W. Emerson, University of Florida (USA)</i> <i>Madelyn C. Loellke, Eastern Illinois University (USA)</i> <i>Marko Grünhagen, Eastern Illinois University (USA)</i></p>
			<p>Determiners of the franchise model failure empirical results in Mexico, 2006-2014 <i>Maria del Rosario Cortes Castillo, IPN (Mexico)</i> <i>Maria Luisa Saavedra Garcia, UNAM (Mexico)</i></p>
Wed (26 th) 3am	Wed (26 th) 9am	Wed (26 th) 5pm	<p>SESSION 3 <i>Chair: Sudha Mani, Monash University (Australia)</i></p>
			<p>Monopoly Control by Government Ownership of a Franchisor <i>David Emerson (Australia)</i></p>
			<p>Teaching Case: They didn't give a Frappe: Teaching case of Retail Food Group <i>Jenny Buchan, UNSW (Australia)</i> <i>Rob Nicholls, UNSW (Australia)</i> <i>Courtenay Atwell, UNSW (Australia)</i></p>
			<p>Work Health and Safety in Franchise Networks: A Regulatory Hot Potato? <i>Tess Hardy, University of Melbourne (Australia)</i></p>
Wed (26 th) 4am	Wed (26 th) 10am	Wed (26 th) 6pm	<p>SESSION 4 <i>Chair: Jenny Buchan, UNSW (Australia)</i></p>
			<p>A Systematic Review of Power and Control in Marketing Channels: The Case of the Automotive Industry <i>Adiba Fattah, USC (Australia)</i> <i>Lorelle Frazer, USC (Australia)</i> <i>Wayne Graham, USC (Australia)</i></p>
			<p>Internationalization Challenges for Saudi Arabian Fast-Food Franchises: The Case of Kudu <i>Bassem M. Nasri, Prince Mohammad Bin Fahd University (Kingdom of Saudi Arabia)</i> <i>Pablo Collazzo Yelpe, Grenoble Ecole de Management (France)</i></p>

			<p>The Impact of Ownership: Exploratory Case Studies in Governance of Franchise Retail Organizations <i>Martin Ludvigsson-Wallete, Linnaeus University (Sweden)</i></p>
<u>USA (ET)</u>	<u>Paris, FRANCE (CET)</u>	<u>Sunshine Coast, AUS (AET)</u>	
Wed (26 th) 5am	Wed (26 th) 11am	Wed (26 th) 7pm	<p>SESSION 5 <i>Chair: Sudha Mani, Monash University (Australia)</i></p>
			<p>Why franchisees leave their networks: the pivotal roles of the franchisor's trust and control <i>Evelien Croonen, University of Groningen (The Netherlands)</i> <i>Thijs Broekhuizen, University of Groningen (The Netherlands)</i> <i>Maryse J. Brand, University of Groningen (The Netherlands)</i></p>
			<p>Nurture the Business Relationship before Resting on the Laurels of Trust: Exchange, Relationship Quality, Franchisee Satisfaction and the Moderating Role of Trust <i>Matthias Glaser, University of Vienna (Austria)</i> <i>Anna Malyar, University of Vienna (Austria)</i> <i>Laura Karrenberg, University of Vienna (Austria)</i> <i>Michal Jirasek, Masaryk University (Czech Republic)</i> <i>Josef Winsperger, University of Vienna (Austria)</i></p>
			<p>What does it mean to be a franchisee? Franchisees as opportunistic agents or trusted stewards <i>Anna Watson, Edinburgh Napier University (UK)</i> <i>Lola Dada, Lancaster University (UK)</i></p>
Wed (26 th) 11am	Wed (26 th) 5pm	Thur (27 th) 1am	<p>SESSION 6 <i>Chair: Vanesa Solis Rodriguez, University of Oviedo (Spain)</i></p>
			<p>Performance Implications of Authoritative, Contractual and Normative Control Mechanisms: The Case of Franchising <i>Illir Hajdini, University of Vienna (Austria)</i> <i>Josef Windsperger, University of Vienna (Austria)</i></p>
			<p>To Do or To Teach? The Dichotomous Relationship of Franchising vs. Management Contracts in the Hospitality Industry <i>Manuel González Díaz, University of Oviedo (Spain)</i> <i>Marta Fernández-Barcala, University of Oviedo (Spain)</i> <i>Susana López-Bayón, University of Oviedo (Spain)</i></p>
			<p>International franchising governance mode choice: A stakeholder perspective <i>Vanessa P. G. Bretas, PPGA (Brazil) and University of Agder (Norway)</i> <i>Ilan Alon, University of Agder (Norway)</i> <i>Thelma Valéria Rocha, PPGA (Brazil)</i> <i>Jefferson Galetti, University of Johannesburg (South Africa)</i></p>

Wed (26 th) 12noon	Wed (26 th) 6pm	Thur (27 th) 2am	SESSION 7 <i>Chair: Aved Raha, University of Vienna (Austria)</i>
			Franchising Lessons in the Age of Incivility: Operations Manuals and Trade Secrets <i>Robert W. Emerson, University of Florida (USA)</i>
			Knowledge Transfer, Institutions, and Franchising: A Case of Social Enterprise in Africa <i>Judith Jacob Iddy, University of Agder (Norway)</i> <i>Ilan Alon, University of Agder (Norway)</i> <i>Benjamin Litalien, University of Maryland (USA)</i>
			Sustainability and green practices: The role of stakeholder power in fast food franchise chains <i>Rozenn Perrigot, University of Rennes (France)</i> <i>Anna Watson, Edinburgh Napier University (UK)</i> <i>Lola Dada, Lancaster University (UK)</i>
Wed (26 th) 1pm	Wed (26 th) 7pm	Thur (27 th) 3am	SESSION 8 <i>Chair: Judith Iddy, University of Agder (Norway)</i>
			Antecedents of international franchising strategy <i>Maria Jell-Ojobor, University of Vienna (Austria)</i> <i>Tamara Massold, University of Vienna (Austria)</i> <i>Josef Windsperger, University of Vienna (Austria)</i>
			Unstoppable scandals of Namyang Dairy Products Co., Ltd. in South Korea <i>Jean Jeon, University of Nevada (USA)</i> <i>John Nolan, University of Nevada (USA)</i>
			Can you guess the weight of an ox? Using crowdsourcing to study the CSR impact on Brand Competitiveness in Franchising <i>Nina Gorovaia, Frederick University (Cyprus)</i> <i>Dildar Hussain, ESC Rennes (France)</i>
Wed (26 th) 6pm	Wed (26 th) 12 midnight	Thur (27 th) 8am	SESSION 9 <i>Chair: Cintya Lanchimba, Escuela Politécnica Nacional (Ecuador)</i>
			The Faithless Franchisor: Rethinking Good Faith in Franchising <i>Robert W. Emerson, University of Florida (USA)</i>
			No Love for I Heart Mac & Cheese <i>Joyce A. Young, Indiana State University (USA)</i> <i>Adiba Fattah, USC (Australia)</i> <i>Faye McIntyre, University of West Georgia (USA)</i>
			Franchise marketing funds and the law: the unscrupulous franchisor's piggy bank <i>Jenny Buchan, UNSW (Australia)</i> <i>Courtenay Atwell, UNSW (Australia)</i>

Thur (27 th) 11am	Thur (27 th) 5pm	Fri (28 th) 1am	SESSION 10 <i>Chair: Begoña López-Fernández, University of Oviedo (Spain)</i>
			Are men from Mars and women from Venus when it comes to taking risks as leaders of franchise firms? Exploring leadership gender and risk taking in franchise firms. <i>María Fernández Muiños, University of Salamanca (Spain)</i> <i>Kevin Money, University of Reading (UK)</i> <i>Anastasiya Saraeva, University of Reading (UK)</i> <i>Irene Garnelo-Gomez, University of Reading (UK)</i> <i>Luis Vázquez Suárez, University of Salamanca (Spain)</i>
			A cross-national study of international franchise consumers <i>Massiel Carolina Henriquez Parodi, University of Agder (Norway)</i> <i>Ilan Alon, University of Agder (Norway)</i> <i>Michela Cesarina Mason, University of Udine (Italy)</i>
			Corporate Social Responsibility in franchise chains: Specificities, insights from French franchise chains' CSD and avenues for future research <i>Corentin Le Bot, University of Rennes (France)</i> <i>Rozenn Perrigot, University of Rennes (France)</i> <i>Frédérique Déjean, University Paris Dauphine-PSL (France)</i> <i>Bruno Oxibar, University Paris Dauphine-PSL (France)</i>
Thur (27 th) 12 noon	Thur (27 th) 6pm	Fri (28 th) 2am	SESSION 11 <i>Chair: Maria Jell-Ojobor, University of Vienna (Austria)</i>
			Knowledge transfer mechanisms in franchising network: Antecedents and performance outcomes <i>Miona Pajić, University of Vienna (Austria)</i> <i>Josef Windsperger, University of Vienna (Austria)</i>
			Is Further Better? What the gravity model tells us about franchising in Brazil <i>Muriel Fadairo, University Savoie Mont Blanc (France)</i> <i>Cintya Lanchimba, Escuela Politécnica Nacional (Ecuador)</i> <i>Eugênio José Silva Bitti, University of São Paulo (Brazil)</i>
			How do franchise networks innovate? An approach based on Dynamic Capacities <i>Alexandra Burlaud, University of Caen (France)</i> <i>Fanny Simon-Lee, University of Rouen (France)</i>
Thur (27 th) 1pm	Thur (27 th) 7pm	Fri (28 th) 3am	SESSION 12 <i>Chair: Martin Ludvigsson-Wallete, Linnaeus University (Sweden)</i>
			Franchise System Configurations for High Performance: The Role of Dynamic Capabilities and Know-How <i>Frédéric Perdreau, University of Lyon (France)</i> <i>Anne-Laure Le Nadant, University of Rennes (France)</i> <i>Nabil Khelil, University of Caen Normandie (France)</i>
			Social franchise chains operating in African countries: Are their social goals aligned with the 2030 United Nations Sustainable Development Goals? <i>Rozenn Perrigot, University of Rennes (France)</i>

			<i>Komlanvi Elom Gbetchi, University of Rennes (France)</i>
			<p>Stepping-up? The UNCITRAL and the development of a blueprint for mandatory disclosure rules in international franchise transactions</p> <p><i>Michala Meiselles, University of Derby (UK)</i> <i>Richard H. McLaren, University Western Ontario (Canada) & Université Jean Moulin (France)</i></p>
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Thur (27 th) 4pm	Thur (27 th) 10pm	Fri (28 th) 6am	<p>ISoF CLOSING SESSION [2 hours]</p> <ul style="list-style-type: none"> - <i>Official Business Meeting</i> - <i>Best Paper Awards</i> - <i>ISoF 2022 Presentation</i> - <i>Closing Remarks</i>