**Lunch will not be provided**
“Breadwinners” is located on the 2nd floor of the School of Management if you would like to eat before registration. The sandwich shop is open from 11:30am until 2:30pm.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 – 1:00 pm</td>
<td><strong>Registration</strong> &lt;br&gt;4th Floor – Marble Counter &lt;br&gt;Boston University - School of Management &lt;br&gt;595 Commonwealth Avenue, Boston, MA 02215</td>
</tr>
<tr>
<td>1:00 – 1:30 pm</td>
<td><strong>Welcome</strong> - Room 426-428 &lt;br&gt;Patrick Kaufmann, Boston University (USA)</td>
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<tr>
<td>1:30 – 3:00 pm</td>
<td><strong>Student Session 1: Management Issues</strong> &lt;br&gt;Chair: Lorelle Frazer, Griffith University (Australia)</td>
</tr>
<tr>
<td>1.</td>
<td>Applying the General Theory of Entrepreneurship to Franchising &lt;br&gt;Jenni Torikka, University of Jyväskylä (Finland)</td>
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<tr>
<td>2.</td>
<td>Cultural Convergence in Emerging Markets Through Franchising: The Case of McDonald’s in China And India &lt;br&gt;Hyo Jin (Jean) Jeon, The University of Oklahoma (USA) &lt;br&gt;Brinja Meiseberg, Westfälische Wilhelms-Universität Münster (Germany) &lt;br&gt;Rajiv P. Dant, The University of Oklahoma (USA) &lt;br&gt;Marko Grünhagen, Eastern Illinois University (USA)</td>
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<tr>
<td>3.</td>
<td>Knowledge of Restaurant Affiliation (Franchised Or Non-Franchised) and Restaurant Evaluation &lt;br&gt;Iman Naderi, University of North Texas (USA) &lt;br&gt;Audhesh K. Paswan, University of North Texas (USA) &lt;br&gt;Francisco Guzman, University of North Texas (USA) &lt;br&gt;Joyce W. Young, Indiana State University (USA)</td>
</tr>
<tr>
<td>3:00 – 3:30 pm</td>
<td><strong>Break</strong> – 4th Floor Servery</td>
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<tr>
<td>3:30 – 4:30 pm</td>
<td><strong>Student Session 2: Economic Issues</strong> &lt;br&gt;Chair: Manish Kacker, McMaster University (Canada)</td>
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<tr>
<td>4.</td>
<td>A Transaction Cost View on the Allocation of Decision Rights in Franchising &lt;br&gt;Nada Mumdziev, University of Vienna (Austria) &lt;br&gt;Josef Windsperger, University of Vienna (Austria)</td>
</tr>
<tr>
<td>5.</td>
<td>Firm Value and Risk in Franchised Channels &lt;br&gt;Liwu Hsu, Boston University (USA) &lt;br&gt;Patrick Kaufmann, Boston University (USA) &lt;br&gt;Shuba Srinivasan, Boston University (USA)</td>
</tr>
</tbody>
</table>
16 June, cont’d

4:30 – 6:30 pm  Reception and Poster Session  
4th Floor Servery and room 430

**Multiunit Franchising: Organizational Capabilities and TCA Explanations**  
Dildar Hussain, University of Vienna (Austria)  
Josef Windsperger, University of Vienna (Austria)

**Franchises Under Pressure: A Single Industry Insight**  
Susan Flinte-Hartle, Massey University (New Zealand)

**Antecedents of Financial Investments in Contractual Marketing Channel Relationships in Emerging Markets: Evidence from the Franchising Sector in India**  
Manish Kacker, McMaster University (Canada)  
Audhesh K. Paswan, University of North Texas (USA)

**Reactivity of Franchise Networks in a Context of Crisis**  
Dominique Bonet Fernandez, Université de la Méditerranée (France)

**Challenges of Innovation in Franchise Organizations**  
Yi-Chia Wu, University of Texas-Pan American (USA)  
Mohammadali Ali Zolfagharian, University of Texas-Pan American (USA)

**Challenges of Brand Consistency in Franchise Organizations**  
Miguel Angel Sahagun, University of Texas-Pan American

**Bootstrapping Franchise Start-ups**  
Cecilia McHugh Falbe, University at Albany State University of New York (USA)  
Ajith Kumar, Arizona State University (USA)  
Dianne H.B. Welsh, The University of North Carolina (USA)

6:30 pm  Adjourn

No formal dinner plans have been made. Get together with some of your colleagues and enjoy what the Boston night life has to offer.
Friday, June 17, 2011

7:00 – 8:00 am  Breakfast – 4th Floor Servery  
Registrations - 4th Floor - Marble Counter

8:00 – 8:30 am  Welcome - Room 208

8:30 – 10:00 am  Session 3:  Management Issues II  
Chair: Frank Wadsworth, Indiana University Kokomo (USA)

  6. Service Personalization vs. Concept Uniformity: The Case of Franchised Quick Service Restaurants  
    Odile Streed, Concordia College (USA)  
    Gérard Cliquet, University of Rennes 1 (France)

  7. Antecedents of Early Adoption and Use of Social Media Networks for Stakeholder Communications: Evidence from Franchising  
    Rozenn Perrigot, University of Rennes 1 (France)  
    Manish Kacker, McMaster University (Canada)  
    Guy Basset, University of Rennes 1 (France)  
    Gérard Cliquet, University of Rennes 1 (France)

  8. Back of House Franchising  
    Andrew Terry, The University of Sydney (Australia)  
    Cary Di Lernia, The University of Sydney (Australia)

10:00 – 10:30 am  Break – 4th Floor Servery

10:30 am – 12:00 pm  Session 4:  Economics Issues II  
Chair: James Brickley, University of Rochester (USA)

  9. Using Tournaments to Reduce Agency Problems: The Case of Franchising  
    William Gillis, University of South Alabama (USA)  
    T. Russell Crook, University of Tennessee (USA)  
    Ellen McEwan, University of Tennessee (USA)  
    Steven C. Michael, University of Illinois (USA)

  10. Dual Distribution and Double Marginalization in Franchise Systems: The Case of Coca Cola USA  
    Manish Kacker, McMaster University (Canada)  
    Ruhai Wu, McMaster University (Canada)

  11. Formula Pricing and Profit Sharing in Traditional Franchising  
    Roger D. Blair, University of Florida (USA)

12:00 – 1:30 pm  Lunch - 4th Floor Servery
17 June, cont’d

<table>
<thead>
<tr>
<th>1:30 – 3:00 pm</th>
<th>Session 5: Management Issues III</th>
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<tbody>
<tr>
<td>Chair:</td>
<td>Robert Stassen, University of Arkansas (USA)</td>
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</table>

12. *The Plural Form From the Inside: A Study of Franchisee Perceptions About the Existence of Company-Owned Outlets Within Their Network*  
Rozenn Perrigot, University of Rennes 1 (France)  
Olivier Herrbach, University of Rennes 1 (France)

13. *Manifest Conflict in Franchise Systems and the Impact of Residual Conflict*  
Robert D. Winsor, Loyola Marymount University (USA)  
Chris Manolis, Xavier University (USA)  
Patrick J. Kaufmann, Boston University (USA)  
Vishal Kashyap, Xavier University (USA)

14. *Lost in Translation? The Prevalence and Performance Impact of Corporate Social Responsibility in Franchising*  
Thomas Ehrmann, Westfälische Wilhelms-Universität Münster (Germany)  
Brinja Meiseberg, Westfälische Wilhelms-Universität Münster (Germany)

3:00 – 3:30 pm  Break – 4th Floor Servery

<table>
<thead>
<tr>
<th>3:30 – 4:45 pm</th>
<th>Session 6: International Issues</th>
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<tbody>
<tr>
<td>Chair:</td>
<td>Anna Watson, University of the Arts London (United Kingdom)</td>
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</table>

15. *Emerging Consumer Perspectives on American Franchise Offering: Variety Seeking Behavior in China*  
Marko Grünhagen, Eastern Illinois University (USA)  
Rajiv P. Dant, The University of Oklahoma (USA)  
Mingzia Zhu, University of International Business and Economics (China)

16. *Internationalization of Brazilian Franchisors: Profiles and Strategies*  
Patricia S. Vance, University of Massachusetts Amherst (USA)  
Adriana Beatriz Madeira, University Presbyterian Mackenzie (Brazil)  
Thomas G. Brashear, University of Massachusetts Amherst (USA)

17. *It’s Complicated: Analysis of the Economic Downturn on an Established Franchise*  
Lorelle Frazer, Griffith University (Australia)  
Scott Weaven, Griffith University (Australia)  
Debra Grace, Griffith University (Australia)  
Frances Asha, Griffith University (Australia)

4:45 – 5:00 pm  Break – 4th Floor Servery
17 June, cont’d

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>5:00 pm</td>
<td><strong>Session 7:</strong> Past and Future of Franchising Research</td>
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<tr>
<td></td>
<td>Introduction: Patrick J. Kaufmann, Boston University (USA)</td>
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<tr>
<td>7:00 pm</td>
<td>Reception – Room 426</td>
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<tr>
<td>7:45 pm</td>
<td>Dinner – Room 428 and 430</td>
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<tr>
<td>8:15 pm</td>
<td><strong>Presentation of ISoF Best Review and Best Student Paper 2011 Awards</strong></td>
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<td>Presented by Rajiv P. Dant, University of Oklahoma (USA)</td>
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<td>8:25 pm</td>
<td><strong>Presented of ISoF Best Paper award</strong></td>
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<td></td>
<td>Presented by Joyce A. Young, Indiana State University (USA)</td>
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<td></td>
<td>Sponsored by The Journal of Marketing Channels</td>
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<tr>
<td>8:30 pm</td>
<td><strong>Introduction of Keynote Speaker</strong></td>
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<td></td>
<td>John Nevin, Grainger Professor, University of Wisconsin-Madison (USA)</td>
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<tr>
<td>8:30 pm</td>
<td><strong>Keynote Speaker</strong></td>
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<td>Shelby Hunt, Jerry S. Rawls Professor, Texas Tech University (USA)</td>
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</tbody>
</table>
Saturday, June 18, 2011

7:00 – 8:15 am  Breakfast - 4th Floor Servery

8:15 – 8:30 am  Business and Announcements – Room 208

8:30 – 10:00 am  Session 8:  Economics Issues III
  Chair: Thomas Ehrmann, Westfälische Wilhelms-Universität Münster (Germany)

      Manuel Gonzalez-Diaz, University of Oviedo (Spain)
      Vanessa Solis-Rodriguez, University of Leon (Spain)

      David Weil, Boston University (USA)

  21. **Parent Company Scope and Franchise Chain Performance**
      Renáta Kosová, Cornell University (USA)
      Francine Lafontaine, University of Michigan (USA)
      Bo Zhao, University of Michigan (USA)

10:00 – 10:30 am  Break – 4th Floor Servery

10:30 am – 12:15 pm  Session 9:  Panel on Regulation
  Moderator: Rupert M. Barkoff, Kilpatrick Stockton LLP (USA)

  **Panel:**
  Dale E. Cantone, Assistant Attorney General, Maryland Securities Division (USA)
  Susan Faulbaum, Australian Competition & Consumer Commission (Australia)
  Michael Schaper, Ph.D., Australian Competition & Consumer Commission (Australia)
  Craig Tregillus, Consumer Protection Division, Federal Trade Commission (USA)

12:15 – 1:30 pm  Lunch - 4th Floor Servery

1:30 – 2:30 pm  Session 10:  Franchise Law Issues
  Chair: William Slater Vincent, Life University (USA)

  22. **Franchise Mediation: Confidentiality or Disclosure: A Consumer Protection Conundrum**
      Jenny Buchan, University of New South Wales (Australia)
      Jennifer Harris, University of New South Wales (Australia)
      Gehan Gunasekara, University of Auckland (New Zealand)

  23. **The Demise of Notice and Cure Rights for Franchisees, and Possibly Franchisors**
      Rupert M. Barkoff, Kilpatrick Stockton LLP (USA)
2:30 – 3:00 pm  
**Break - Room 426**

### 3:00 – 4:30 pm

**Session 11: Entrepreneurship Issues**

**Chair:** Frank Hoy, Worcester Polytechnic Institute (USA)

24. *The Franchise Relationship: The Role of Entrepreneurial Orientation*  
Olufunmilola (Lola) Dada, Lancaster University Management School (United Kingdom)  
Anna Watson, University of the Arts London (United Kingdom)

25. *Antecedents and Consequences of Entrepreneurial Franchisee Behavior*  
Evelien Croonen, University of Groningen (The Netherlands)  
Eelko Huizingh, University of Groningen (The Netherlands)  
Maryse Brand, University of Groningen (The Netherlands)

Jacques Boulay, University of Paris-Dauphine (France)  
Valentina STAN, University of Paris-Dauphine (France)

### 4:30 – 5:00 pm

**Business Meeting and Closing Remarks**

Cheryl R. Babcock, CFE, Nova Southeastern University (USA)  
Patrick J. Kaufmann, Boston University (USA)

If you are attending the optional Duck Tour, please meet no later than 6:00pm at the Prudential Center Duck Departure Location  
(Map will be provided)

**Members of the International Society of Franchising wish to thank the following for their generous support of the 2011 conference**

Boston University  
International Institute for Franchise Education, Nova Southeastern University  
The Journal of Marketing Channels

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[www.huizenga.nova.edu/franchise](http://www.huizenga.nova.edu/franchise) and click on the *International Society of Franchising*, or contact Cheryl R. Babcock, CFE at +1 (954) 262-5071 or babcockc@nsu.nova.edu.