
30th Annual ISO F Conference

**June 9-11, 2016
University of Groningen
(The Netherlands)**

*Conference Venue
NH Hotel
Fongers Room and CP Lounge on the 10th Floor
Hanzeplein 132
9713 GW Groningen
The Netherlands
Phone: +31 50 5848121*

Thursday June 9, 2016

12:00-13:00: Registration and coffee and tea
Location: CP Lounge

13:00-13:15: Welcome
Location: Fongers Room

13.15-14:45: Session 1: Franchise System Strategy
Location: Fongers Room
Chair: Benjamin Lawrence

Managing Intra-brand Competition: Market Coverage, Growth and the Use of Multi-Unit Franchisees

Robert Stassen, University of Arkansas (USA)
Marko Grünhagen, Eastern Illinois University (USA)

Strategic Groups in the French Franchising Sector

Sofiane Bouzid, Institut des Sciences de L'Homme (France)
Magali Chaudey, GATE Lyon-St Etienne, University of Lyon (France)
Muriel Fadaïro, GATE Lyon-St Etienne, University of Lyon (France)
Frédéric Perdreau, COACTIS Lyon-St Etienne, University of Lyon (France)

The Fit between Strategy and Structure in Franchise Firms: The Effects on Firm Performance

Nada Mumdziev, Webster University (Austria)

Josef Windsperger, University of Vienna (Austria)

14:45-15:00: Refreshment Break

Location: CP Lounge

15:00-16:30: Session 2: Legal/Contractual Issues

Location: Fongers Room

Chair: Manish Kacker

Are Franchisees Starting to Level the Playing Field in North America?

Rupert M. Barkoff, Kilpatrick Townsend & Stockton LLP (USA)

Zachary C. Eyster, Kitchens Kelley Gaynes P.C. (USA)

Are Disclosures Really Standardized? The Case of Quick Service Restaurant Franchises

Uri Benoliel, College of Law & Business (Israel)

Opening a Transactional Website: Opportunities and Challenges for Franchise Chains

Rozenn Perrigot, IGR-IAE Rennes- University of Rennes 1 (France)

Guy Basset, IGR-IAE Rennes- University of Rennes 1 (France)

Gérard Cliquet, IGR-IAE Rennes- University of Rennes 1 (France)

16:30-16:45: Refreshment Break

Location: CP Lounge

16:45-17:30: Practitioner Presentation

Location: Fongers Room

Chair: Evelien Croonen

‘Jumbo: Franchising in Omnichannel Foodretail’, presentation by Marjan van der Burg (Senior Legal Counsel Real Estate and Franchise at Jumbo Supermarkets)

17:30-17:45: Break (time to get ready for the evening program)

17:45-18:00: Short walk to the University’s Academy Building

18:00-19:15: Welcome Reception and Guided Tours Through the Academy Building

Location: Academy Building, Broerstraat 5, Groningen

This welcome reception is offered to you by the University of Groningen, the Municipality of Groningen and the Province of Groningen.

19:15-19:30: Short Walk to Restaurant ‘t Feithuis

19:30-22:30: Buffet with ‘Groninger’ food

Location: Restaurant ‘t Feithuis, Martinikerhof 10, Groningen

Friday June 10, 2016

08:30-10:15: Session 3: Franchisee/Unit Issues

Location: Fongers Room

Chair: Maria Jell-Ojobor

Due Dilligence in Independent Small Business and Franchising: An Empirical Study from Australia

Lorelle Frazer, Griffith University (Australia)

Jenny Buchan, University of New South Wales (Australia)

Scott Weaven, Griffith University (Australia)

Binh Tran-Nam, University of New South Wales (Australia)

Anthony Grace, Griffith University (Australia)

Performance Implications of Individual Embeddedness in Interfranchisee Advice Networks

Brinja Meiseberg, Westfälische Wilhelms-Universität Münster (Germany)

Karim Mignonac, University of Toulouse 1 Capitole (France)

Rozenn Perrigot, IGR-IAE Rennes – University of Rennes 1 (France)

Assâad El Akremi, University of Toulouse 1 Capitole (France)

A Comparative Empirical Examination of Initial Franchisee Investments in an Emerging and Developed Market

Manish Kacker, McMaster University (Canada)

Audhesh Paswan, University of North Texas (USA)

The Impact of Marketing Expenditures on Outlet Performance in Franchised Channels

Benjamin Lawrence, Cornell University (USA)

Liwu Hsu, University of Alabama in Huntsville (USA)

Jie J. Zhang, University of Vermont (USA)

10:15-10:30 Refreshment Break

Location: CP Lounge

10:30-12:00 Session 4: Contractual Design

Location: Fongers Room

Chair: Brinja Meiseberg

Provisions to be Included in Franchise Contracts: The Case of Spanish Chains

Manuel González-Díaz, University of Oviedo (Spain)

Vanessa Solís Rodríguez, University of Oviedo (Spain)

How Franchisors Derive Economic Profit from their Revenue Sharing Contracts: A Meta-Analysis

Farhad Sadeh, McMaster University (Canada)
Manish Kacker, McMaster University (Canada)

Real Options in Franchising: Application of Transaction Cost and Real Option Theory

Iilir Hajdini, University of Vienna (Austria)
Josef Windsperger, University of Vienna (Austria)

12:00-13:15 Lunch

Location: Lunchroom at the Ground Floor

13:15-14:45 Session 5: International Franchising

Location: Fongers Room
Chair: Magali Chaudey

Brand Reputation of International Franchise Systems in Central and Eastern European Countries: the Moderating Role of Culture

Tamara Massold, University of Vienna (Austria)
Nada Mumdziev, Webster University (Austria)

Expansion of Middle-East Retail Food Franchises: Competitiveness at Global Markets

Bassem M. Nasri, Grenoble Ecole de Management (France)
Pablo Collazo Yelpe, Vienna University of Economics and Business (Austria)

Late Entrant Advantage: An Australian Café Franchise Tackles China

Robin E. Roberts, Griffith University (Australia)
Lorelle Frazer, Griffith University (Australia)

14:45-15:00 Refreshment Break

Location: CP Lounge

15:00-16:30 Session 6: Application of the Franchise Model

Location: Fongers Room
Chair: Lorelle Frazer

Franchising in the Education Sector: How do Pakistani Customers Perceive This New Phenomenon?

Muhammad A. Warraich, IGR-IAE- University of Rennes 1 (France)
Rozenn Perrigot, IGR-IAE- University of Rennes 1 (France)

Social Franchising: A Systematic Review

Denise M. Cumberland, University of Louisville (USA)
Benjamin C. Litalien, Georgetown University (USA)

Business Not as Usual: The Flexible Franchise Model

Cary di Lernia, University of Sydney Business School (Australia)

Andrew Terry, University of Sydney Business School (Australia)

16:30-17:00 Break (time to get ready for the evening program)

17:00-19:30 Walking and Dutch Snacking Tour in the City Center. Tour ends at Restaurant Weeva

(Please, wear comfortable shoes. We will have snack breaks during the walking tour, but in total we will walk for about 90 minutes)

19:30-22:30 Dinner at Restaurant Weeva

Location: Gedempte Zuiderdiep 8

Saturday June 11, 2016

8:30-10:00 Session 7: Marketing/Advertising

Location: Fongers Room

Chair: Jean Jeon

An Empirical Assessment of the Consumer Agency Framework: Evidence from India and China

Marko Grünhagen, Eastern Illinois University (USA)

Rajiv P. Dant, University of Oklahoma (USA)

Benjamin Lawrence, Cornell University (USA)

Consumer Preferences in the Fast Food Restaurant Industry

Pramod Iyer, University of North Texas (USA)

Audhesh Paswan, University of North Texas (USA)

Md Rokonzaman, University of North Texas (USA)

Franchising Sales Rhetoric: A Cross-Cultural Study of B2B Advertising

Anna Watson, University of Hertfordshire (UK)

Owen Wright, Griffith Business School (UK)

Lola Dada, Lancaster University (UK)

10:00-10:15 Refreshment Break

Location: CP Lounge

10:15-11:45 Session 8: Reputation and CSR

Location: Fongers Room

Chair: Lola Dada

Uniformity: Firm-Stakeholder Relationships in Franchise Systems

Jean H. Jeon, University of Nevada Reno (USA)

Strategic CSR and Competitive Advantage of Franchise Firms

Maria Jell-Ojobor, University of Vienna (Austria)

Competitive Advantage Through Corporate Social Responsibility in Franchising

Nina Gorovaia, Frederick University (Cyprus)

Dildar Hussain, ESC Rennes School of Business (France)

11:45-12:00 Presentation about ISOF 2017 in Atlanta (USA)

Location: Fongers Room

Presentation by:

Rupert Barkoff, Kilpatrick Townsend & Stockton LLP (USA)

Mike Wien, Georgia State University (USA)



INTERNATIONAL SOCIETY OF FRANCHISING



12:00-12:45	ISOF Business Meeting Location: Fongers Room
12:45-13:45	Farewell Lunch and Best Paper Awards Ceremony Location: Lunchroom at the Ground Floor
14:30-22:00	Optional Sightseeing (separate fee applies)

*30th Annual
ISoF Conference*

PROGRAM SUMMARY

Thursday, June 9

12:00-13:00	Registration
13:00-13:15	Welcome
13:15-14:45	Session 1: Franchise System Strategy
14:45-15:00	Refreshment Break
15:00-16:30	Session 2: Legal/Contractual Issues
16:30-16:45	Refreshment Break
16:45-17:30	Practitioner Presentation (Jumbo Supermarkets)
17:30-17:45	Break (time to get ready for the evening program)
17:45-18:00	Short walk to the University's Academy Building
18:00-19:15	Welcome Reception and Guided Tours Through the Academy Building
19:15-19:30	Short Walk to Restaurant 't Feithhuis
19:30-22:30	Buffet with 'Groninger' Food at Restaurant 't Feithhuis





Friday, June 10

08:30-10:15	Session 3: Franchisee/Unit Issues
10:15-10:30	Refreshment Break
10:30-12:00	Session 4: Contractual Design
12:00-13:15	Lunch
13:15-14:45	Session 5: International Franchising
14:45-15:00	Refreshment Break
15:00-16:30	Session 6: Application of the Franchise Model
16:30-17:00	Break (time to get ready for the evening program)
17:00-19:30	Walking and Dutch Snack Tour in the City Center
19:30-22:00	Diner at Restaurant Weeva

Saturday, June 11

08:30-10:00	Session 7: Marketing/Advertising Issues
10:00-10:15	Refreshment Break
10:15-11:45	Session 8: Reputation and CSR
11:45-12:00	Presentation about ISoF2017 in Atlanta (USA)
12:00-12:45	ISoF Business Meeting
12:45-13:45	Farewell Lunch and Best Paper Award Ceremony
14:30-22:00	Optional Sightseeing (separate fee applies)



-  **Rijksuniversiteit Groningen** (Academy Building - University of Groningen) – Broerstraat 5 Max. 15 min walk from NH Hotel
-  **NH Hotel Hanzeplein (Conference Hotel)**, Hanzeplein 132 Not applicable
-  **Restaurant Weeva** - Gedempte Zuiderdiep 8 Max. 10 min walk from NH Hotel
-  **Restaurant 't Feithhuis** - Martinikerkhof 10 Max. 10 min walk from NH Hotel

A detailed map of the city center will be part of the 'conference package' (handed out during registration)