## Friday, March 5, 2004

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 to 8:30 p.m.</td>
<td>Dinner at Fiamma Trattoria in the MGM Grand Hotel – ISOF Members</td>
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## Saturday, March 6, 2004

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 to 7:45 a.m.</td>
<td>Registration and Continental Breakfast</td>
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<td>MGM Grand—Room 104</td>
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<td>7:45 to 8:00 a.m.</td>
<td>Chair’s Welcome</td>
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<td>Robert Stassen, Program Chair, University of Arkansas</td>
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<td>Cheryl R. Babcock, CFE, Arrangements Chair, Nova Southeastern University</td>
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### Session I: Growth and Survival

#### 8:00 to 9:20 a.m.

**Session Chair:** Marko Grünhagen, Southern Illinois University—Edwardsville

1. **Survival of Franchising Networks in France from 1992 to 2002**
   - Rozenn Perrigot, Université de Rennes 1, France
   - Gérard Cliquet, Université de Rennes 1, France

   - Ye-Sho Chen, Louisiana State University
   - Robert Justis, Louisiana State University
   - Heng-Li Yang, Louisiana State University

3. **The Impact of Franchising on the Return on Equity of Chains in the Restaurant Sector**
   - Ilan Alon, Rollins College
   - Ralph Drtina, Rollins College
   - Jim Gilbert, Rollins College

#### 9:20 to 9:35 a.m.

**Energy Break**

### Session 2: Strategic Aspects of Growth

#### 9:35 to 10:35 a.m.

**Session Chair:** Jenni Torikka, University of Jyväskylä

4. **Entry Mode Choice: The Case of Franchising**
   - Krista Duniach-Smith, Université Montpellier I, France
5. Structuring Corporate Headquarters: An Investigation of Franchising
   Jane Yang, Louisiana State University
   Robert Justis, Louisiana State University

10:35 to 10:55 a.m. Energy Break

10:55 a.m. to 12:20 p.m. Session 3: Encroachment Update: Special Session
   Session Chair: Pat Kaufmann, Boston University

   Encroachment Law
   Rupert Barkoff, Kilpatrick Stockton LLP, Partner

   Encroachment Impact Studies
   Heather Hunt, Intercontinental Hotels Group, Director Market Planning

6. An Empirical Analysis of Territorial Encroachment within Franchised and Company-Owned Branded Chains
   Arturs Kalnins, University of Southern California

12:20 to 12:45 p.m. Franchising Economic Impact Study
   Conducted by the IFA Educational Foundation, with the assistance of PricewaterhouseCoopers
   Kenneth L. Wertz, Research Team Leader, PricewaterhouseCoopers
   Edward J. Mulrow, Research Team Leader, PricewaterhouseCoopers

12:50 to 1:50 p.m. Lunch (for ISOF registered attendees)

2:00 to 3:25 p.m. Session 4: Structure of Franchise Agreements
   Session Chair: Francine Lafontaine, University of Michigan Business School

7. Knowledge Assets and the Governance Structure of Franchising Firms
   Josef Windsperger, University of Vienna, Austria

   Thomas Ehrman, University of Muenster, Germany

9. Multiple Unit Franchising: Australian Revelations
   Scott Weaven, Griffith University, Australia
   Lorelle Frazer, Griffith University, Australia

3:25 to 3:40 p.m. Energy Break

3:40 to 4:40 p.m. Session 5: Understanding the Longitudinal Impacts of Early Strategic Decisions In Franchising
   Session Chair: Anne Coughlan, Northwestern University
Short and Long Term Effects of Nascent Strategic Decisions in Franchise Systems
Manish Kacker, Tulane University
Rajiv Dant, Clarkson University
Anne Coughlan, Northwestern University

Unraveling the Correlates of Performance in Franchised Channels of Distribution
Rajiv Dant, Clarkson University
Manish Kacker, Tulane University
Anne Coughlan, Northwestern University

10. The Importance of Laws in the Development of Franchise Business in Emerging Markets: The Tunisian Case
Beligh Ghedira, Direction des Achats Magasin Général, Tunisia
Rozenn Perrigot, Université de Rennes 1, France

11. Franchising in Russia—Contemporary Overview with Empirical Observations
Noora Anttonen, University of Jyväskylä, Finland
Mika Tuunanen, University of Jyväskylä, Finland

5:40 to 6:00 p.m. ISOF Board of Governors Meeting

6:30 to 9:30 p.m. Taste of Franchising
Premier Ballroom 318-320

The IFA has graciously invited ISOF members for a spectacular evening of fun and excitement that is designed to showcase the many faces of franchising and to allow valuable networking time with fellow attendees. This special evening spotlights the breadth and scope of franchising, provides you with the opportunity to taste food items that may not be available in your part of the world, and lets you make a franchise friend or two in the process!

Sunday, March 7, 2004

7:30 to 8:00 a.m. Continental Breakfast
MGM Grand—Room 308

8:00 to 9:15 a.m. Session 7: Recruitment in Franchise Systems
Session Chair: Ann Dugan, University of Pittsburgh

12. Franchise Selection Processes: A Preliminary Investigation of the Decisional Criteria Used by Franchisees
Roger Johns, University of North Texas
Audhesh K. Paswan, University of North Texas
David Strutton, University of North Texas
13. **Franchisors’ Websites: Documenting Promotional Activities**  
   Joyce Young, Indiana State University  
   Faye McIntyre, State University of West Georgia  
   Audhesh K. Paswan, University of North Texas  
   
   **An Examination of the Impact of Internet Applications on U. K. Franchise Systems**  
   Anna Watson, University of Surrey, United Kingdom  

9:15 to 9:30 a.m.  

9:30 to 10:45 a.m.  

**Session 8: Applications of Qualitative Approaches**  
Session Chair: Lorelle Frazer, Griffith University, Australia  

14. **Are Franchisees Potential Competitors? A Study of Franchisees Who Exit the System but Continue Operating**  
   Lorelle Frazer, Griffith University, Australia  

15. **Matching Franchisor-Franchisee Roles and Competencies**  
   Jolene Lim, Southern Cross University, Australia  
   Lorelle Frazer, Griffith University, Australia  

16. **The Future of Franchising in a Mature Sector: An Australian Perspective**  
   Owen Wright, Griffith University, Australia  
   Lorelle Frazer, Griffith University, Australia  

10:45 a.m. to 12:00 p.m.  

**Session 9: The External Environment of Franchising**  
Session Chair: William Slater Vincent, Oglethorpe University  

17. **Sex Discrimination in the City: Perceptions of the Differences in Between Treatment of Men and Women in U. S. Franchised Hotel Chains**  
   Christian Hardigree, University of Nevada—Las Vegas  
   Brian Tyrrell, University of Nevada—Las Vegas  
   Skip Swerdlow, University of Nevada—Las Vegas  
   Wesley S. Roehl, Temple University  

18. **Franchising, Relational Contracts and the Vibe**  
   Andrew Terry, University of New South Wales, Australia  

19. **Social Franchising as Organisational Format – An Overview**  
   Anita Du Toit, Franchising Plus, South Africa  

12:00 to 1:15 p.m.  

**Lunch (for ISOF registered attendees)**  
MGM Grand—Room 203  

**Arthur Karp Research Award**  
Sponsored by the International Franchise Association Educational Foundation, Inc.  
The IFA Educational Foundation selection committee chooses the recipient of the award for the best applied research paper, and the recipient is presented with a $2,000 prize, a complimentary registration to attend the 2004 IFA convention, and a $1,000 travel stipend.
ISOF Best Paper Award

This award is sponsored annually by the International Society of Franchising members. The ISOF selection committee chooses what they determine to be the best research paper presented at the 2004 ISOF Conference and present this prestigious award to one of their peers.

1:15 to 1:45 p.m. Business Meeting
ISOF Members Only

1:45 to 2:45 p.m. Session 9: ISOF leaves North America for 2005 Conference
Session Chair: John Stanworth, University of Westminster, United Kingdom
Stewart Brodie, University of Westminster, United Kingdom

2:45 p.m. Conference Wrap-up
Robert Stassen, Program Chair, University of Arkansas
Cheryl R. Babcock, CFE, Arrangements Chair, Nova Southeastern University

Editors Note: Nineteen numbered research papers are published in the proceedings. Other topics are special sessions presented at the 2004 ISOF Conference.

Individual Papers and Proceedings from 1986 through 2004 Available

Copies of the International Society of Franchising proceedings, 1986 through 2004, may be purchased for $50 each, plus postage and handling. Individual papers may also be ordered for $7.50 each in the U.S. International orders incur an additional shipping charge. To purchase copies, contact:

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Monday, March 8 and Tuesday, March 9, 2004
IFA 44th Annual Franchise Convention – Partners in Prosperity
MGM Grand Hotel and Casino, Las Vegas, Nevada
Continental breakfasts and educational sessions are complimentary for ISOF attendees and allow our members an unequalled opportunity to network with our colleagues attending the IFA Convention while celebrating the vast diversity of franchising. ISOF attendees may purchase individual tickets for IFA food and social events.