Saturday, February 24, 2007

7:45 to 8:30 a.m. Registration and Continental Breakfast
Caesar's Palace
Pompeian II Room

8:30 to 8:45 a.m. Chairs’ Welcome

Jack Nevin, 2007 ISOF Program Chair and Proceedings Editor,
Professor of Business, University of Wisconsin - Madison
Cheryl R. Babcock, CFE, ISOF Executive Director and Director, International
Institute for Franchise Education (IIFE), Nova Southeastern University

8:45 to 10:00 a.m. Session I: Inter-Firm Exchange Issues
Session Chair: Pat Kaufmann, Boston University

1. Inter-Firm Allocation of Decision Authority and Productive Efficiency: The Case of Franchising
Julian Dormann, University of Muenster, Germany
Thomas Ehrmann, University of Muenster, Germany
Oliver Cochet, University of Muenster, Germany

2. The Effect of Social Structure on the Exchange of Inter-organizational Relationships: A Network Embeddedness Approach
Fiori Zafeiropoulou, Brunel University
Adrian Woods, Brunel University

3. Franchise Satisfaction and Intention to Renew the Franchise Contract: A Case of Ice Cream Franchising in Korea
Yae Sock Roh, Central Michagan University
Ji-Hwan Yoon, Central Michagan University

10:00 to 10:15 a.m. Energy Break

10:15 to 11:30 a.m. Session 2: Entrepreneurship/Leadership Issues
Session Chair: Robert T. Justis, Louisiana State University

4. Is A Franchisee An Entrepreneur or Employee? An Exploratory Investigation of Perceptions About Being A Franchisee
Audhesh Paswan, University of North Texas
Roger Johns, University of North Texas
5. Exploring the Differences Between Franchisee Entrepreneurs and Nascent Entrepreneurs  
Mark Sardy, Rollins College  
Ilan Alon, Rollins College

6. Self-Assessed Leadership Hope Level of Franchise Systems  
Dianne Welsh, The University of Tampa  
Robin Di Pietro, University of Central Florida  
Denver Severt, University of Central Florida

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<th>11:30 – 11:45 a.m.</th>
<th>Energy Break</th>
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<th>11:45 a.m. to 1:00 p.m.</th>
<th>Session 3: Meet the Editors</th>
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<td>Session Chair: Jack Nevin, 2007 ISOF Program Chair and Proceedings Editor, Professor of Business, University of Wisconsin - Madison</td>
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Panelists:  
Gary Castrogiovanni, *International Entrepreneurship and Management Journal*, California State University, Fresno  
Rajiv P. Dant, *Journal of Retailing*, University of South Florida  
Dianne H.B. Welsh, *International Entrepreneurship and Management Journal*, University of Tampa  
Joyce Young, *Journal of Marketing Channels*, Indiana State University - Evansville

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<th>1:00 to 2:15 p.m.</th>
<th>Lunch (ISOF registered members only)</th>
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<td>Caesar’s Palace</td>
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<td>Florentine III Room</td>
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<th>2:15 to 3:45 p.m.</th>
<th>Session 4: System Issues</th>
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<td>Session Chair: John Stanworth, University of Westminster, United Kingdom</td>
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7. Barriers to Franchising: The Case of Egypt  
Hanane El Zeini, University of Alexandria, Egypt  
Gérard Cliquet, University of Rennes 1, France

8. The Issue of Brand Uniformity in Franchising  
Odile Streed, Concordia College

9. The Impact of the Internet on Franchise Recruitment  
David Fleming, University of South Florida  
Rajiv P. Dant, University of South Florida

10. Multi-Outlet Franchising – Implications for Theory and Practice  
Anna Watson, University of Surrey, United Kingdom  
John Stanworth, University of Westminster, United Kingdom  
David Purdy, University of Westminster, United Kingdom  
Simon Heales, University of Westminster, United Kingdom  
Richard Holden, Lloyds TSB Bank plc

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<th>3:45 to 4:00 p.m.</th>
<th>Energy Break</th>
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4:00 to 5:15 p.m.                  Session 5: Franchisee Issues
Session Chair: Anna Watson, University of Surrey, United Kingdom

11. A Typology of Franchisee Responses During Strategic Change Processes
    Evelien Croonen, University of Groningen, The Netherlands

12. E-Commerce: The Adventures of Pizza Franchisees
    Joyce Young, Indiana State University
    Paul Clark, Indiana State University
    Faye McIntyre, University of West Georgia

13. The Effective Delivery of Franchisor Services: A Comparison of U.S. and
    German Support Practices for Franchisees
    Marko Grünhagen, Southern Illinois University
    Robin Di Pietro, University of Central Florida
    Robert Stassen, University of Arkansas
    Lorelle Frazer, Griffith Business School, Australia

5:15 p.m.                Adjourn

Sunday, February 25, 2007

8:30 to 9:00 a.m.                    Continental Breakfast
Caesar's Palace
Verona Room

9:00 to 10:15 a.m.                  Session 6: Performance Issues
Session Chair: Faye McIntyre, University of West Georgia

14. Findings on Franchisee Turnover and Failure Rates: Case Finland
    Mika Tuuanen, University of Kuopio, Finland
    Jenni Torikka, University of Jyvaskyla, Finland

15. The Risk-Return Performance of Franchise Portfolios
    Hachemi Aliouche, University of New Hampshire
    Udo Schlentrich, University of New Hampshire

16. Efficiency Within a Plural Form Network: A DEA Application to
    Franchised Hotels and Company-Owned Hotels
    Rozenn Perrigot, University of Rennes 1, France

10:15 to 10:30 a.m.                   Energy Break

10:30 a.m. to 12:00 p.m.      Session 7: Critical Issues Concerning Franchising
Session Chairs:
    Cheryl R. Babcock, CFE, ISOF Executive Director and Director, International
    Institute for Franchise Education, Nova Southeastern University
    Jack Nevin, 2007 ISOF Program Chair and Proceedings Editor,
    Professor of Business, University of Wisconsin – Madison

Panelists: Gérard Cliquet, University of Rennes 1, France
    Kathryn Boe Morgan, CFE, Director of Research, IFA Educational Foundation
    Greg Nathan, Franchise Relations Institute, Australia
12:00 to 1:30 p.m. Lunch (ISOF registered members only)
Caesar’s Palace, Pisa/Palermo Room

1:30 p.m. to 2:45 p.m. Session 8: Regulatory Issues
Session Chair: Andrew Terry, University of New South Wales, Australia

17. Australian Franchising Disputes: An Examination of Causes and Remedies Since 1998
Frank Zumbo, University of New South Wales, Australia

18. A Census of International Franchise Regulation
Andrew Terry, University of New South Wales, Australia

19. Interpreting Earnings Claims Information: A Second Trial
Frank Wadsworth, Indiana University Southeast
William Vincent, Mercer University

2:45 to 3:00 p.m. Energy Break

3:00 to 3:45 p.m. Presentation of ISOF Best Paper Award,
2007 ISOF Program Chair Closing Remarks,
Business Meeting and 2008 Conference Overview

Session Leaders:
Cheryl R. Babcock, CFE, ISOF Executive Director and Director, IIFE,
Nova Southeastern University

Jack Nevin, 2007 ISOF Program Chair & Proceedings Editor,
Professor of Business, University of Wisconsin - Madison

**Presentation of ISOF Best Paper Award**
This award is sponsored annually by the *Journal of Small Business Management*,
the oldest, premier journal in small business and entrepreneurship. An ISOF
selection committee chooses what they determine to be the best research
paper presented at the 2007 ISOF Conference and presents this prestigious award
to one of their peers along with a check for $1,000.00, and a commemorative plaque.

Presentation by: Marko Grünhagen, Editor, *Journal of Small Business Management*, Southern Illinois State University - Edwardsville

**ISOF Business Meeting (ISOF members only)**

**2008 ISOF Conference Overview**
2008 ISOF Conference to be held June 20-21, 2008, at Saint-Malo in France

Gérard Cliquet, University of Rennes 1, France
2008 ISOF Conference Chair and Proceedings Editor

3:45 p.m. Adjourn

Note: Nineteen (19) numbered research papers are published in the proceedings. Other
topics are special sessions presented at the 2007 ISOF Conference

**ISOF Individual Papers and Complete Proceedings from 1986 through 2007**
are available for purchase. For additional information, visit the ISOF website at:
[www.huizenga.nova.edu/franchise](http://www.huizenga.nova.edu/franchise)
and click on the International Society of Franchising.