



INTERNATIONAL SOCIETY OF FRANCHISING

<https://franchisesociety.com/>

36th ANNUAL ISOF CONFERENCE
JUNE 6-9, 2023
UNIVERSITY OF RENNES, RENNES, FRANCE

CONFERENCE PROGRAM

CONFERENCE CO-CHAIRS

Rozenn Perrigot, Graduate School of Management (IGR-IAE Rennes), Center for Research in Economics and Management (CREM-CNRS), University of Rennes, Rennes, France
Anna Watson, The Business School, Edinburgh Napier University, Edinburgh, UK

CONFERENCE VENUE

IGR-IAE Rennes - University of Rennes
11 rue Jean Macé
Rennes, France
Nearest metro station: Line B, Jules Ferry

TUESDAY 6TH JUNE

13:00-13:45 REGISTRATION & LIGHT REFRESHMENTS

Location: Amphitheater Jane Aubert-Krier

13:45-14:00 WELCOME & OPENING REMARKS

Location: Amphitheater Jane Aubert-Krier

Speakers:

Rozenn Perrigot and Anna Watson (Conference Co-Chairs)
Patrick Valéau (Associate Director, CREM-CNRS, University of Rennes)
Manuel González-Díaz (President, ISoF)

14:00-15:00 2023 ROSENBERG INTERNATIONAL FRANCHISE CENTER/ISO F EMINENT SCHOLAR - AWARD PRESENTATION TO PROF STEVEN MICHAEL AND KEYNOTE SPEECH

Location: Amphitheater Jane Aubert-Krier

Speakers:

E Hachemi Aliouche, Director of Rosenberg International Franchise Center at the University of New Hampshire, USA
Steven Michael, Karl A. and Lillian Bostrom Professor of Innovation and Entrepreneurship, Lubar College of Business, University of Wisconsin-Milwaukee, USA

15:00-15:30 BREAK

Location: Room 014

15:30-17:00 PAPER SESSION: FRANCHISOR/FRANCHISEE RELATIONSHIPS

Location: Amphitheater Jane Aubert-Krier

Session chair: Corentin Le Bot, University of Rennes, France

Organizational citizenship behavior in franchising: Reciprocity, referents and repercussions

Marko Grünhagen, Eastern Illinois University, USA
Anna Watson, Edinburgh Napier University, UK
Evelien P.M. Croonen, University of Groningen, The Netherlands

Antecedents and consequences of franchisee trust in their corporate franchise consultants

Evelien P.M. Croonen, University of Groningen, The Netherlands

Rozenn Perrigot, University of Rennes, France

Eszter Gedeon, University of South Brittany, France

Hamid Mazloomi, Rennes School of Business, France

Negative franchise relationship outcomes after a destructive act: How the nature of relationship commitment impacts opportunism

Vidhya Krishnaraju, McMaster University, Canada

Manish Kacker, McMaster University, Canada

Jonathan D. Hibbard, Boston University, USA

19:15 DINNER AT CREPERIE SAINTE-MELAINE

Location: Crêperie Sainte-Melaine, 13 Rue Saint-Melaine, Rennes

Nearest metro station: Lines A and B, Sainte-Anne

WEDNESDAY 7TH JUNE

9:00-10.30 PAPER SESSION: PERFORMANCE IN FRANCHISING

Location: Amphitheater Jane Aubert-Krier

Session chair: Renáta Kosová, Imperial College London, UK

The performance drivers of the franchise relationship: Narrative synthesis and perspectives

Jacques Boulay, ESSCA School of Management, France

Odile Chanut, Jean Monnet University, Lyon University, France

Multiple components of sales performance in franchising

Manish Kacker, McMaster University, Canada

Farhad Sadeh, Eastern Illinois University, USA

The influence of multi-unit franchising and multi-brand franchising on hotels performance: A comparison with other forms of multi-unit ownership

Manuel González-Díaz, University of Oviedo, Spain

Marta Fernández-Barcala, University of Oviedo, Spain

Susana López-Bayón, University of Oviedo, Spain

Resilience in the face of adversity: Evidence from an international franchisor's expansion into multiple markets

Amrita Mitra, Western University, Canada

Kersi D. Antia, Western University, Canada

10:30-10.45 BREAK

Location: Room 014

10:45-12.15 PAPER SESSION: GOVERNANCE AND MANAGEMENT ISSUES IN FRANCHISING

Location: Amphitheater Jane Aubert-Krier

Session chair: Manish Kacker, McMaster University, Canada

Property rights and organizational re-design: The case of franchising

Erik T. Markin, Mississippi State University, USA

Steven C. Michael, University of Wisconsin-Milwaukee, USA

Knowledge transfer mechanisms and decentralization of decision rights in franchise networks

Nina Gorovaia, Frederick University Cyprus, Cyprus

Miona Pajić, University of Vienna, Austria

Josef Windsperger, University of Vienna, Austria

Automated text analysis of franchise disclosure documents: A systematic framework

Yanqing Wang, Georgia State University, USA

Benjamin Lawrence, Georgia State University, USA

Yinghao Pan, University of North Carolina at Charlotte, USA

No-poaching clauses in franchise contracts: Anticompetitive or efficiency enhancing?

Francine Lafontaine, University of Michigan, USA

Saattvic, University of British Columbia, Canada

Margaret E. Slade, University of British Columbia, Canada

12:15-13:30 LUNCH

Location: Room 014

13:30-14:30 PRACTITIONER SESSION

Location: Amphitheater Jane Aubert-Krier

Franchising after the crisis

Véronique Discours-Buhot, Managing Director, French Franchise Federation

14:30-14:45 BREAK

Location: Room 014

14:45-16:15 PAPER SESSION: CSR IN FRANCHISING AND SYSTEM MANAGEMENT

Location: Amphitheater Jane Aubert-Krier

Session chair: Farhad Sadeh, Eastern Illinois University, USA

Proposal to classify franchise networks according to the nature of their CSR commitment

Martine Deparis, European Business School-Paris, France

Marie-Catherine Paquier, European Business School-Paris, France

Hanène Oueslati, University of Burgundy, France

Saloua Bennaghmouch, Université Haute-Alsace, France

Employing people with disabilities in retail chains: A focus on the supermarket industry in France

Corentin Le Bot, University of Rennes, France

Rozenn Perrigot, University of Rennes, France

From social entrepreneurship to social franchising: Key factors and challenges

Muriel Fadairo, University Savoie Mont Blanc, France

A practitioner piece for franchisors

Christos Kelepouris, Palm Beach Atlantic University, USA

19:15 DINNER AT LA TAVERNE DE LA MARINE

Location: La Taverne de la Marine, 2 place de Bretagne, Rennes

Nearest metro station: Line A, République

THURSDAY 8TH JUNE

VISIT TO LA GACILLY

Bus departs at 8h45 from IGR-IAE Rennes. Don't be late – the bus cannot wait!!!

The day will include:

- a visit to the Yves Rocher Museum
- a visit to the Yves Rocher store
- a visit to the Yves Rocher herbarium and botanical garden
- Lunch at Restaurant Le Végétarium
- A practitioner session on CSR in franchise chains (speakers to be confirmed)
- a free visit of La Gacilly Photo Festival

La Gacilly is a picturesque village and home to the leading French franchise, Yves Rocher. This well-known name in cosmetics has been based in the heart of the village since 1930. What was once a small family business has grown to become a large international brand. Its core mission is: “to make plant-based cosmetics®, healthy, natural and environmentally friendly products, accessible to all women”. Whilst the Yves Rocher Group comprises several brands, the core Yves Rocher brand was launched in 1959, and has been franchised since the late 1960s. They have more than 680 stores in France, and 2,899 in the world (<https://groupe-rocher.com/marques/yves-rocher>).

The village is home to its production facilities, botanical garden, an ecological hotel-spa, and, since 2017, the Maison Yves Rocher (Yves Rocher Museum). Around 30 craftspeople have opened workshops in the narrow streets of the village (<https://www.brittanytourism.com/destinations/the-10-destinations/destination-broceliande/la-gacilly/>).

Our trip will coincide with the 20th La Gacilly Photo Festival. This annual exhibition (for which Yves Rocher is one of the main sponsors) comprises approximately 20 open air galleries and provides an immersive photographic experience, where the photographers seek to explore our relationship with our world and our natural environment (<https://www.festivalphoto-lagacilly.com/en/la-gacilly-photo-festival>)

Return to IGR-IAE Rennes will be around 17h30-18h.

19:15 DINNER AT RESTAURANT LE GALOPIN

Location: Restaurant Le Galopin, 21 avenue Jean Janvier, Rennes

Nearest metro station: Lines A and B, Gares

FRIDAY 9TH JUNE

9.15-10:15 PAPER SESSION: FRANCHISE CHANNELS

Location: Amphitheater Jane Aubert-Krier

Session chair: Miona Pajić, University of Vienna, Austria

From catalyst to cataclysm: The role of shopping malls in the development of franchising in Brazil

Marko Grünhagen, Eastern Illinois University, USA

Julia E. Hess, Eastern Illinois University, USA

Haroldo Monteiro da Silva Filho, Centro Universitário IBMEC, Brazil

Franchisor practices for optimal omnichannel deployment in franchising networks

Fabienne Chameroy, Aix-Marseille University, France

Maryline Schultz, University of Burgundy, France

Nabil Ghantous, EM Normandie Business School, France

Damien Chaney, EM Normandie Business School, France

Sophie Jeanpert, Aix-Marseille University, France

10:15-10:30 Break

Location: Room 014

10:30-12:00 PAPER SESSION: SURVIVAL AND FAILURES IN FRANCHISING

Location: Amphitheater Jane Aubert-Krier

Session chair: Nabil Ghantous, EM Normandie Business School, France

Why do banks prefer to finance franchise businesses despite their high default risks and losses? Insights from French loan officers

Corentin Le Bot, University of Rennes, France

Rozenn Perrigot, University of Rennes, France

Social support for SMEs during COVID-19 – A multidimensional approach to network structure, governance, and resources

Maria Jell-Ojabor, John Cabot University, Italy
Rozenn Perrigot, University of Rennes, France
Anna Watson, Edinburgh Napier University, UK
Corentin Le Bot, University of Rennes, France

Unpacking the process of fear of failure: Insights from entrepreneurs impacted by the crisis

Nabil Khelil, University of Caen Normandy, France
Rozenn Perrigot, University of Rennes, France
Anna Watson, Edinburgh Napier University, UK

Franchise system failure after the Great Recession

Steven H. Mohler, Indiana University – Purdue University Columbus, USA
Frank Wadsworth, Indiana University – Purdue University Columbus, USA

12:00-12:15 Conference awards and closing

Location: Amphitheater Jane Aubert-Krier

12:15-12:30 Introduction to ISO 2024

Location: Amphitheater Jane Aubert-Krier

12:30-13:30 ISO Business meeting (with lunch 😊)

Location: Room 014