

EMNet 2009

Program

4th International Conference on **ECONOMICS AND MANAGEMENT OF NETWORKS**

**September 3 to September 5, 2009
School of Economics and Business
University of Sarajevo
Trg oslobođenja - Alija Izetbegovic 1
Sarajevo**

The purpose of this 4th conference is to provide an international discussion forum for research in economics and management of networks (franchising, cooperatives, joint ventures, strategic alliances, clusters and corporate governance relations). Theoretical, conceptual and empirical papers from all areas in economics and management of networks are presented.

**Organizing Committee:
Besim Culahovic
School of Economics and Business, University of Sarajevo
Josef Windsperger
Center of Business Studies, University of Vienna**

Program

Thursday: September 3, 2009

13.30 to 15.00: Registration

15.00 to 15.30: Welcome (Amphitheatre Tondach)

Dean of the School of Economics and Business: Prof. Veljko Trivun

Organizing Chair: Josef Windsperger, Center of Business Studies, University of Vienna

15.30 to 16.45 – Plenary Session: (Amphitheatre Tondach)

Keynote Speakers

John Hagedoorn, Department of Organization & Strategy, University of Maastricht

R&D Alliances: Trends, Patterns and Complexity

Jerker Nilsson, Department of Economics, Swedish University of Agricultural Sciences, Uppsala

Human Interactions in Co-operative Organizations – about Gemeinschaft and Gesellschaft

16.45 to 17.15: Break

17.15 to 18.45: Parallel Sessions

17.15 to 18.45 – Session Ia: - Governance Issues in Franchising (E-Net Center: Room A)

Session Chair: George Hendrikse

Didier Chabaud, Stéphane Saussier:

Incentives and Control in Company-owned vs. Franchised Outlets: An Empirical Study at the Chain Level

Rozenn Perrigot:

Plural Form and Performance: Some Preliminary Findings from US Franchising Networks in the Hotel and Restaurant Sectors

Vanesa Solis-Rodriguez, Manuel Gonzalez-Diaz:

Performance and Completeness in Long-Term Repeated Inter-Firm Relationships: The Case of Franchising

17.15 to 18.45 – Session Ib: Strategic Alliances and Innovation – (E-Net Center: Room B)

Session Chair: Marko Pahor

Blandine Laperche:

Networked Enterprise, Organization and Innovation

Nieves Arranz, J. Carlos Fdez. de Arroyabe:

A Network Approach to the Structure and Organization of Joint R&D Projects

Virgile Chassagnon, Marilyne Audran:

The Impact of Interpersonal Networks on the Innovativeness of Inventors: From Theory to Empirical Evidence

17.15 to 18.45 – Session Ic: Governance of Clusters– (Room 4)

Session Chair: Ulrich Ernst

Elisabeth Müller:

The Efficient Governance of Clusters: An Analysis of Different Modes of Cluster Management

Daniel Grundgreif:

Adverse or Self-Selection? – The Entry of New Actors into Existing Clusters

Danijela Sokolic:

Possibilities for Integrating Croatian Shipbuilding in the EU Shipbuilding Industry

17.15 to 18.45 – Session Id: Theoretical Views on Networks– (Room 6)

Session Chair: Zafar Yaquub

Virgile Chassagnon, Bernard Baudry

The Network-Firm as a Governance Structure: What challenge for Contractual Theories of the Firm

Aleksandar Keseljevic:

Relations as Factor of Evolutionary Changes within the Theory of the Firm

Iga Rudawska:

Interconnected Firms' Relationships as a Source of Competitive Advantage

18.45 to 20.00 – Reception – Conference Hall

Friday: September 4, 2009

9.00 to 10.30 – Session IIa: Franchising: Decision Making and Governance (E-Net Center Room A)

Session Chair: Mika Tuunanen

Begona Lopez-Fernandez:

Decision Making Authority in Franchising

Nada Zizic:

Allocation of Decision Rights in International Franchise Firms: The Case of Master and Direct Franchising

Antony Dnes:

Contracts, Governance and Retail Franchising

9.00 to 10.30 – Session IIb: Cooperatives – (E-Net Center Room B)

Session Chair: Dietmar Rössl

Zanete Gruzina, Timea Török, Jon Hanf:

Cooperatives in the Latvian Agri-Food Business – Agents of Change?

Christian Makus, Ludwig Theuvsen:

Internationalization of European Dairy and Meat Cooperatives: Status Quo and Tendencies

Richard Lang, Dietmar Rössl:

The Role of Social Capital in the Development of Community-based Cooperatives

9.00 to 10.30 – Session IIc: Ownership and Corporate Governance Issues– (Room 5)

Session Chair: Murad Wisniewski

Tahir Nisar:

Evolution of Management Control Systems in Leveraged Buyouts

Marko Pahor:

Paths of Capital: The Creation and Dissolution of the Slovenian Corporate Network

9.00 to 10.30 – Session IIId: Franchising and Retailing– (Room 6)

Session Chair: Stefan Leitmannslehner

Izabella Steinerowska-Streb:

New Approach of Marketing Regarding Relations in Franchise Chains

Waltraud Martius:

Fairplay in Franchising

Murat Dogdubay, Cevdet Avcikurt:

Customer Loyalty in the Specialty Restaurant: An Example from Istanbul

10.30 to 11.00 Break

11.00 to 12.30 – Session IIIa: Governance Form and Franchising – (E-Net Center Room A)

Session Chair: Manuel Gonzalez-Diaz

Liqiang Ni, Ilan Alon, Rajiv Dant:

US-based Fast Food Restaurants: Factors Influencing International Expansion of Franchise Systems

Frederic Perdreau, Anne-Laure Le Nadant, Gerard Cliquet:

Plural Form and Firm Performance: Franchising in Europe

Thomas Mellewigt, Thomas Ehrmann, Carolin Decker:

The Impact of Control Mechanisms on Franchisee and Employee-Manager Satisfaction: Does One Type of Control Fit All?

11.00 to 12.30 – Session IIIb: Corporate Governance Issues (E-Net Center Room B)

Session Chair: Martin Dávila

Murad Wisniewski:

Corporate Governance in International Business Theory: A Review

Stefan Voß, Yiwen Xia:

Corporate Governance for Listed Companies in China: An Agenda for the Crisis?

Ahmad Khaliq:

Corporate Governance from Muslims' Perspective: A Malaysian Case

11.00 to 12.30 – Session IIIc: Networks and FDI – (Room 5)

Session Chair: Kosjenka Dumancic

Hana Horak, Kosjenka Dumancic:

Joint Venture Contracts on an Example of Geothermal Company

Suzana Stefanovic, Maja Djukic-Ivanovic:

Influence of Location-Related Factors on the Foreign Investors' Market-Entry Strategies: The Case of Serbia

Georgiana Rodica Florea:

Foundation of Joint Ventures as a Foreign Direct Investment in Romania

Milena Gradeva:

FDI Integration in a Transition-Country Environment: The Case of Bulgaria

11.00 to 12.30 – Session IIId: Special Issues in Retailing (Room 6)

Session Chair: Tamara Milenkovic-Kerkovic

Jon Hanf, Zsombor Pall:

Retail Internationalization – What Can We Learn From the Business Theories?

Antonio Mileti, Irene Prete, Gianluigi Guido:

The Role of New Retailing Formats in the Italian Local Development

12.30 to 14.00: Lunch

14.00 to 15.30 – Session IVa: Governance Structure Issues in Networks– (E-Net Center Room A)

Session Chair: Ahmad Khalid

Muhammad Zafar Yaqub, Rudolf Vetschera:

The Efficacy of Relational Governance and Value-Creating Relational Investments (VcRIs) in Revenue-Enhancement in Downstream Networks

Muhamed Kudic, Marc Banaszak:

The Effectiveness and Efficiency of Alliance Portfolio Governance Mechanisms in mMNE's – A Game Theoretical Analysis

Sven-Volker Rehm:

Community Governance – Management: Concept for Value Networks of Textile Industry

14.00 to 15.30 – Session IVb: Strategy and Franchising – (E-Net Center Room B)

Session Chair: Thomas Ehrmann

Evelien Croonen, Maryse Brand:

Franchisee Responses during Strategic Change Processes: An Extension of the Renowned Hirschman Typology

Robert Stassen, Marko Grünhagen:

Market Saturation or Market Concentration: Evidence on Competition among U.S. Limited Service Franchise Brands

Thomas Ehrmann, Brinja Meiseberg:

Inner Strength against Competitive Forces: Successful Site Selection for Franchise Network Expansion

14.00 to 15.30 – Session IVc: Innovation and Networks– (Room 5)

Session Chair: Blandine Laperche

Anna Grandori, Eugenia Cacciatori:

Networked Resource Access and Networked Growth: A Double Network Hypothesis on the Innovative Entrepreneurial Firm

Susanne Gretzinger, Holger Hinz, Wenzel Matiaske:

Strong Ties, Weak Ties and the Management of Innovation

Elodie Gardet, Shady Fraiha:

Coordination Modes Established by the Hub Firm of an Innovation Network: The Case of a SME Bearer

14.00 to 15.30 – Session IVd: Networks and Competitive Advantage (Room 6)

Session Chair: Besim Culahovic

Besim Culahovic, Jasmina Ahmetbasic:

Applying EU Policy Instruments for Building Networks for Innovation, Technology and Entrepreneurship Development in BiH

Zenovia Pop, Mihaela Dragan:

Evolution of Competitiveness of Romania Due to the Quality Cluster Formation

Ulrich Ernst, Stephen Neel:

Business Environment Impacts on Competitiveness: Moldova's Meat Value Network

14.00 to 15.30 – Session IVe: Special Topics on Networks – (Room 4)

Session Chair: Martino Gaetano

Tuulikki Haaranen:

The Value of Copyrights

Veljko Trivun, Vedad Silajdzic, Fatima Mahmutcehajic:

Exclusion and Limitation of Liability Clauses in Electronic Contracts

Richard Lackes, Erik Frank, Markus Siepermann:

Social Networks as an Approach to the Enhancement of Collaboration among Universities and Corporate Research and Development

15.30 to 16.00 Break

16.00 to 17.45 – Session Va: Corporate Governance and Regulation– (E-Net Center Room A)

Session Chair: Xia Yiwen

Martin Dávila, Karen Watkins:

Corporate Governance and Turnovers in Mexico

Akua Britwum:

Gender Politics and Trade Union Representation in Ghana

Isabel Soares, Paula Sarmiento:

Telecommunications, Electricity and Natural Gas Sectors Unbundling: How Far Should it Go?

16.00 to 17.45 – Session Vb: Incomplete Contracting in Franchising and Industrial Networks – (E-Net Center Room B)

Session Chair: Didier Chabaud

Ferdinand Burianek, Ralf Reichwald:

Providing Industrial Solutions – Discussed from the Perspective of Contracting

Abe de Jong, Tao Jiang, Patrick Verwijmeren:

Strategic Debt in Vertical Relations: Evidence from Franchising

George Hendrikse, Josef Windsperger:

Completeness of Contracts: The Case of Franchising

16.00 to 17.45 – Session Vc: Special Issues on Integration and Network Formation– (Room 5)

Session Chair: Sven-Volker Rehm

Rossella Pampanini, Gaetano Martino

Integration Policy in Agri-Food Chains: Theory and Empirical Evidence

Timea Török, Jon Hanf:

Willingness to Cooperate in the Supply Chain – A Preliminary Agent-Based Modeling Approach

Vahrenkamp Richard:

Negative External Effects in Logistic Networks

Haruo Imai, Katsuhiko Yonezaki:

Coexisting Multiple Networks Mediating Multi-Layered Coalition Structure

16.00 to 17.45 – Session Vd: Networks in Different Sectors – (Room 6)

Session Chair: Nico Grove

Elisa Bonollo:

Network Approach and Planning and Control System in Public Entities: The Case of the Italian Regional Governments

Thomas Ehrmann, Brinja Meiseberg:

Superstar Effects in Deluxe Gastronomy – The Impact of Performance Quality and Consumer Networks on Value Creation

Marko Kolakovic, Boris Sisek, Bojan Moric Milovanovic:

Strategic Linking and Networking of Croatian SMEs

Anastasi Petrou, Irene Daskalopoulou:

Entrepreneurial Culture and Innovation in the Service Sector: Case Study Evidence from Greece

20.00 – CONFERENCE DINNER – Restaurant Kibe

Saturday: September 5, 2009

8.45 to 10.30 – Session VIa: Governance Structure Issues in Cooperatives– (E-Net Center Room A)

Session Chair: Jerker Nilsson

Gabor Szabo, Jon Hanf, Timea Török:

Co-operative Principles – As a Basis and Safeguards of Trust Development in Agricultural Co-operative Marketing and Management

Liang Qiao, George Hendrikse, Zuhui Huang:

Value Added Efficiency and Governance Structure: Evidence from Pear Industry in China's Zhejiang

Ana Krstevska, Jerker Nilsson:

Conditions for Structural Change in the Macedonian Dairy Industry: The Dairy Farmers' Choice of Processors

Emelj Tuna:

Foreign Direct Investments and Vertical Coordination: The Case of "Swedmilk Macedonia"

8.45 to 10.30 – Session VIb: Special Topics on Networks and Corporate Governance (E-Net Center Room B)

Session Chair: Dildar Hussain

Arnold Picot, Nico Grove, Friedrich Jondral, Jens Elsner:

Why the Digital Dividend will not Close the Digital Divide

Marijana Sreckovic, Josef Windsperger:

Organization of Knowledge Transfer in Clusters

Konstantin Kolloge:

Internationalization of German Machinery Manufacturers – A Cooperative Perspective

Louise Gorman, Theo Lynn, Mark Mulgrew:

The Influence of the Newspaper Media on the Corporate Governance Practices of Irish Listed PLCs

8.45 to 10.30 – Session VIc: Special Topics on Franchising – (Room 4)

Session Chair: Gerard Cliquet

Hachemi Aliouche, Udo Schlenrich:

A Model of Optimal International Expansion – The Case of US Hotel Chains Expansion into China

Vivian Silva, Thaina Coracho, Natalia Franco, Izabella Sanches:

Franchising and the Acceleration of the Food Service Sector in Brazil: Opportunities for the Food Industry?

Stefan Leitmannslehner, Josef Windsperger:

A Property Rights View on Network Dynamics: From Franchising to Licensing

8.45 to 10.30 – Session VIId: Network Management and Education– (Room 6)

Session Chair: Eva Eckenhofer

Marija Andjelkovic Pesic:

Business Process Management Maturity Model and Six Sigma: An Integrated Approach for Easier Networking

Nebosja Novkovic, Zoran Culibrk:

Possibilities of the Development of Agri-Management Education

Eva Eckenhofer:

Network Management as a Way to Manage Intellectual Capital

10.30 to 11.00 Break

11.00 to 12.45– Session VIIa: Franchising: Regulation – (E-Net Center Room A)

Session Chair: Isabel Soares

Tamara Milenkovic-Kerkovic:

The Traps for the Unwary in Franchising Agreements and the Role of the Disclosure Presale Regulation – The Serbian Case

Viktoria Bordonaba, Laura Lucia, Yolanda Polo:

Effect of New Regulation on Franchise Performance: An Exploratory Study in Spain

Andrew Terry, Cary Di Lernia:

Franchisor Opportunism, Commercial Morality and Good Faith

11.00 to 12.45 – Session VIIb: Special Topics on Networks and Clusters – (E-Net Center Room B)

Session Chair: Brinja Meiseberg

Thomas Ehrmann, Brinja Meiseberg:

Opposites Attract – Effects of Diverse Cultural References and Industry Network Resources on Film Performance

Kristina Estélyiová:

Business Networks of Small and Medium Enterprises: A Need or Just an Option

Julia Knauseder:

Business Clusters as Drivers of Sustainable Regional Development

11.00 to 12.45 – Session VIIc – Franchising and Entrepreneurship (Room 4)

Session Chair: Marko Grünhagen

Jenni Torikka, Mika Tuunanen:

Same Training Program, different Entrepreneurial Careers: Empirical Evidence from a Longitudinal Study

Rozenn Perrigot, Guy Basset, Gerard Cliquet:

Communication of the Franchisors towards the Prospective Franchisees: The Case of Subway

Nina Gorovaia, Josef Windsperger:

Determinants of the Knowledge Transfer Strategy in Franchising

Dildar Hussain, Christian Schromm:

Multi-unit Franchising: A Case Study Analysis

12.45 to 14.00 Lunch

14.00 to 14.30 – Plenary Session – (Amphitheater Tondach)

Conference Organizers:

Besim Culahovic and Josef Windsperger

**Publication possibilities in the edited BOOK,
Special Issue of the JOURNAL of RETAILING and
SEE Journal of Economics and Business**