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 oslobodenja - 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
Vanessa 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 Grundgref:
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 Yaqub

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
### 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 IId: 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

- 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?
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Chair/Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 to 12.30 – Session IIIb: Corporate Governance Issues (E-Net Center Room B)</td>
<td>Session Chair: Martin Davila</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Murad Wisniewski:</td>
<td>Corporate Governance in International Business Theory: A Review</td>
</tr>
<tr>
<td></td>
<td>Stefan Voß, Yiwen Xia:</td>
<td>Corporate Governance for Listed Companies in China: An Agenda for the Crisis?</td>
</tr>
<tr>
<td></td>
<td>Ahmad Khalili:</td>
<td>Corporate Governance from Muslims’ Perspective: A Malaysian Case</td>
</tr>
<tr>
<td>11.00 to 12.30 – Session IIIc: Networks and FDI – (Room 5)</td>
<td>Session Chair: Kosjenka Dumancic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hana Horak, Kosjenka Dumancic:</td>
<td>Joint Venture Contracts on an Example of Geothermal Company</td>
</tr>
<tr>
<td></td>
<td>Suzana Stefanovic, Maja Djukic-Ivanovic:</td>
<td>Influence of Location-Related Factors on the Foreign Investors’ Market-Entry Strategies: The Case of Serbia</td>
</tr>
<tr>
<td></td>
<td>Georgiana Rodica Florea:</td>
<td>Foundation of Joint Ventures as a Foreign Direct Investment in Romania</td>
</tr>
<tr>
<td></td>
<td>Milena Gradeva:</td>
<td>FDI Integration in a Transition-Country Environment: The Case of Bulgaria</td>
</tr>
<tr>
<td>11.00 to 12.30 – Session IIIId: Special Issues in Retailing (Room 6)</td>
<td>Session Chair: Tamara Milenkovic-Kerkovic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jon Hanf, Zsombor Pall:</td>
<td>Retail Internationalization – What Can We Learn From the Business Theories?</td>
</tr>
<tr>
<td></td>
<td>Antonio Mileti, Irene Prete, Gianluigi Guido:</td>
<td>The Role of New Retailing Formats in the Italian Local Development</td>
</tr>
<tr>
<td>12.30 to 14.00: Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.00 to 15.30 – Session IVa: Governance Structure Issues in Networks– (E-Net Center Room A)</td>
<td>Session Chair: Ahmad Khalid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Muhammad Zafar Yaqub, Rudolf Vetschera:</td>
<td>The Efficacy of Relational Governance and Value-Creating Relational Investments (VcRIs) in Revenue-Enhancement in Downstream Networks</td>
</tr>
<tr>
<td></td>
<td>Muhamed Kudic, Marc Banaszk:</td>
<td>The Effectiveness and Efficiency of Alliance Portfolio Governance Mechanisms (mMNE’s) – A Game Theoretical Analysis</td>
</tr>
<tr>
<td></td>
<td>Sven-Volker Rehm:</td>
<td>Community Governance – Management: Concept for Value Networks of Textile Industry</td>
</tr>
<tr>
<td>14.00 to 15.30 – Session IVb: Strategy and Franchising – (E-Net Center Room B)</td>
<td>Session Chair: Thomas Ehrmann</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evelien Croonen, Maryse Brand:</td>
<td>Franchisee Responses during Strategic Change Processes: An Extension of the Renowned Hirschman Typology</td>
</tr>
<tr>
<td></td>
<td>Thomas Ehrmann, Brinja Meiseberg:</td>
<td>Inner Strength against Competitive Forces: Successful Site Selection for Franchise Network Expansion</td>
</tr>
</tbody>
</table>
### 14.00 to 15.30 – Session IVc: Innovation and Networks– (Room 5)
Session Chair: Blandine Laperche

- 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 Silajdžic, Fatima Mahmutčehajic: 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 Sarmento: 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Name</th>
<th>Chair</th>
<th>Presentations</th>
</tr>
</thead>
</table>
| 8.45 to 10.30 | Session VIA: Governance Structure Issues in Cooperatives | 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 form 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 | 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 Vlc: Special Topics on Franchising – (Room 4) | Gerard Cliquet | Hachemi Aliouche, Udo Schleitrich:  
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 VId: Network Management and Education– (Room 6) | 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) | 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