Program (Nov. 22)

6th International Conference on ECONOMICS AND MANAGEMENT OF NETWORKS

November 21 to November 23, 2013

École Nationale de Commerce and de Gestion
(http://www.encg-agadir.ac.ma/)
Université Ibn Zohr and Robinson Hotel
Agadir, Morocco

The purpose of this 6th conference is to provide an international discussion forum for research in economics and management of networks (franchising, cooperatives, joint ventures, strategic alliances, clusters, corporate governance relations and virtual networks). Theoretical, conceptual and empirical papers from all areas in economics and management of networks are presented.
Scientific and Organizing Committee

Scientific Committee

- Omar Halli, President, University Ibn Zohr Agadir, Morocco
- Abdelaziz Bendou, Director of ENCG, University Ibn Zohr Agadir, Morocco
- Ahmed Chakir, ENCG, University Ibn Zohr Agadir, Morocco
- Allal Achaba, ENCG, University Ibn Zohr Agadir, Morocco
- Bachir Sif El Islam Lakhdar, University Cadi Ayyad, Marrakesh, Morocco
- Belkacem Aamamou, University Mohammed Premier, Oujda, Morocco
- Bouchra Radi, ENCG, University Ibn Zohr Agadir, Morocco
- Fatima El Kandoussi, ENCG, University Ibn Zohr Agadir, Morocco
- Hicham Hamri, Vice Director of ENCG, University Ibn Zohr Agadir, Morocco
- Khadija Angade, ENCG, University Ibn Zohr Agadir, Morocco
- Lahsen Oubdi, ENCG, University Ibn Zohr Agadir, Morocco
- Mohammed Nabil Benchekroun, Director of ENCG, University Hassan II Mohammedia, Casablanca, Morocco
- Mouloud El Hafidi, Director of ENCG, University Sidi Mohamed Ben Abdellah, Fès, Morocco
- Gerard Cliquet, IGR-IAE, Université de Rennes 1, France
- Rajiv Dant, Price College of Business, University of Oklahoma, USA
- Thomas Ehrmann, University of Muenster, Germany
- Manuel Gonzalez Diaz, University of Oviedo, Spain
- Marko Grünhagen, Eastern Illinois University, School of Business, USA
- Claude Ménard, Centre d’Economie de la Sorbonne, Université de Paris, France
- George Hendrikse, RSM, Erasmus University Rotterdam, The Netherlands
- Josef Windsperger, Department of Management, University of Vienna, Austria

Organizing Committee

- Josef Windsperger, University of Vienna, Austria (Organizing Chair)
- Lahsen Oubdi, Laboratoire de Recherche en Entrepreneuriat, Finance et Audit (LAREFA), Ecole Nationale de Commerce et de Gestion, University Ibn Zohr, Agadir
- Abdelaziz Bendou, Director of ENCG, University Ibn Zohr Agadir
- Kamal Loux, Responsible of Communication, ENCG, University Ibn Zohr, Agadir
- Habiba Moussadak, ENCG, University Ibn Zohr, Agadir
- Fatima Bouchri, ENCG, University Ibn Zohr, Agadir
- Ouafa Barakat, ENCG, University Ibn Zohr, Agadir
### Program

**Thursday: November 21, 2013 (in ENCG)**

Registration in Robinson Hotel: 13.00 – 20.00  
Registration in ENCG: 14.00 – 18.00

14.30: Bus transfer from Robinson to ENCG (Ecole National de Commerce et de Gestion), University Ibn Zohr (10 minutes) ([http://www.encg-agadir.ac.ma/](http://www.encg-agadir.ac.ma/))

15.30 to 16.00: Welcome  
Prof. Bendou Abdelaziz, Director of ENCG, University Ibn Zohr  
Prof. Omar Halli, President of the University Ibn Zohr  
Prof. Lahsen Oubdi (co-chair), Member of Laboratory LAREFA, University Ibn Zohr  
Prof. Josef Windsperger, University of Vienna

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<td>Anna Grandori</td>
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<td>Professor of Organization Theory and President of CROMA, Bocconi University, Milan</td>
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<td><strong>Interfirm Networks: Toward a Configurational View</strong></td>
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**Parallel Sessions (17.15 – 19.00) – in ENCG**

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| Michael Dobbs, David Boggs, Marko Grünhagen, Laura Lucia Palacios, Richard Flight: The Influence of Franchising Percentages and Age on Franchisor Mortality Rates: Evidence from the US Automotive Products & Service Sector  
Rajiv Dant, Brinja Meiseberg: A Cross-National Comparison of the Role of Habit in Linkages between Customer Satisfaction and Firm Reputation and their Effects on Firm-Level Outcomes in Franchising |

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Petri Ollila, Jerker Nilsson, Sebastian Hess: Member Behavior within Internationalized Agricultural Cooperatives  
Sukhpal Singh: Producer Companies as New Generation Co-operatives in India: Lessons from Case Studies |

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| Veronique Favre-Bonté, Elodie Gardet, Catherine Thevenard-Puthod: Inter-organizational Network Configurations and Type of Innovation: An Application to Winter Sports Resorts  
Kerstin Pezoldt, A. Koval, A. Grigoryeva, A. Michaelis: The Internationalization Process of Small and Medium-Sized Firms: A Network-based Analysis of German and Russian RFID Producers  
Huu Le Nguyen, Sören Kock, Joakim Wincent: Why Successful Partners Fail: How Functional TMT Compositions Effect Role Tensions in International Joint Ventures: A Theoretical Analysis |
### 17.15 to 19.00 – Session 1: Special Workshop in Cooperation with ENCG (in FRENCH)
Session Chair: Fatima El Kandoussi, ENCG

- Moumna Saadaoui, Soumiya Mekkaoui: Knowledge Management et Performance de Developpement des Nouveaux Produits: Etat de l’Art
- Fatima Zohra Sossi Alaoui, Mohamed Oumlal, Omar Ouhejou: Knowledge Management et Gouvernance IT – Cas de Poste Maroc
- El Hassan Megder: Système d’Information et de Connaissances et Pratiques Collaboratives dans les Réseaux Logistiques
- Ibtissam Bahmane, Malika Souaf: Communautés Economique Régionales en Afrique

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### 19.00: Bus transfer from ENCG to Robinson Hotel

**19.15 – 20.15 Reception**

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**Friday: November 22, 2013 (Robinson)**

**Registration in Robinson:** 9.00 – 12.00 and 15.00 – 17.00

#### 9.00 to 10.45 – Session 2: Franchising (Business Center Sale 1)
Session Chair: Mohd Amy Azhar Mohd Harif

- Benjamin Lawrence, Rozenn Perrigot: The Influence of Organizational Form and Customer Type on Customer Satisfaction: Insights from TripAdvisor Ratings
- Mohd Amy Azhar Mohd Harif, Chee Hee Hoe, Othman Bin Chin: Exogenous Factors Dictate the Quality of Relationship between Franchisee and Franchisor: A Malaysian Franchising Experience
- Brinja Meiseberg: Social Capital and Start-up Performance: The Role of Customer Capital

#### 9.00 to 10.45 – Session 2: Cooperatives (Business Center Sale 5)
Session Chair: Claude Ménard

- Wendong Deng, George Hendrikse: Social Capital and Incentives in the Provision of Product Quality by Cooperatives

#### 9.00 to 10.45 – Session 2: Strategic Alliances (Café Maure)
Session Chair: Huu Le Nguyen

- Elodie Gardet, Romain Gandia: The Influence of Conflict Type on Resolution Mechanisms in Innovation Networks
- Günther Kainz: The Mechanism of Trust in Monetary Exchanges
- José Sánchez, María Vélez, María Angeles Ramon: Building Trust between Partners through Performance Measurement Systems

#### 8.30 to 10.15 – Session 2: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)
Session Chair: Lahsen Oubdi, ENCG

- Lahsen Oubdi, Aicha Amrhar:
Rationnement du Crédit en Situation d’Asymétrie d’Information dans les PME de la Ville Agadir: Résultats d’une Enquête
Hassan Bellihi, Majda El Agy:
Le Risque d’Échec Entrepreneurial: Crise Individuelle Prélude de Crise Collective
Rachid Zammar, Nouredinne Abdelbaki:
L’Université Marocaine et la Problématique de l’Entrepreneuriat Innovant
Kaïfa Berrah, Moussa Boukri:
La Problématique de la Création des Entreprises: Une Application sur les PME Algériennes

10.45 to 11.15 Break

11.15 to 13.00 – Session 3: Franchising (Café Maure)
Session Chair: Claude Ménard

George Hendrikse, Patrick Hippmann, Josef Windsperger:
Trust, Transaction Costs and Contractual Completeness: The Case of Franchising
Cintya Lanchimba, Josef Windsperger:
Multi-unit Franchise System Performance: An Organizational Economics Analysis
Brinja Meiseberg, Thomas Ehrmann
Effects of Evolutionary Rules on Cooperative Tendencies in Franchising Networks

11.15 to 13.00 – Session 3: Cooperatives (Business Center Sale 1)
Session Chair: Sukhpal Singh

Zineb, Merouah, Abdelaziz Bendou, Allal Achaba:
The Efficacy of Cooperative’s Marketing Practices: Case of Saffron Cooperatives in Taliouine Morocco
Svetlana Golovina, Sebastian Hess, Jerker Nilsson, Axel Wolz:
Social Capital in Russian Agricultural Production Cooperatives
Huang Zuhui:
Farmer Cooperatives in China: Development and Diversification
Jason Franken, Michael Cook:
Governance and Performance of Multipurpose Cooperatives

11.15 to 13.00 – Session 3: Strategic Alliances (Business Center Sale 5)
Session Chair: Zafar Yaqub

Jamal Elbaz, Mohammed Binkour, Ilias Majdouline:
Innovation and Entrepreneurship: An Empirical Study of Moroccan Firms
Ricarda Bouncken, Boris Plüsche, Robin Pesch:
Entrepreneurial Orientation in Supply Chain Partnerships – A Driving Force for New Product Development Performance
Laila Ouhna, Soumiya Mekkaoui:
The Effect of Relationship Satisfaction in Customer Loyalty: Case Study of Moroccan Agri-Food Industries
Zelimir Petrovic:
Exploring Decision Behavior of Small-business Owners-Managers in the Alliance Partner Selection: A Qualitative Case Study
Muhammad Zafar Yaqub:
The Antecedents of Business Relationship Life-Cycle in Strategic Alliances: An Extended Theoretical Model

10.30 to 12.30 – Session 3: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)
Session Chair: Khadija Angade, ENCG

Fatima Zohra Sossi Alaoui, Mohamed Oumlal, Omar Ouhejjou:
Gouvernance et Intelligence Economique
Ouafa Barakat, Abdelaziz Bendou:
Role du Diagnostic Territorial Participatif dans la Prise de Décision pour le Développement Local – Cas de la Commune Rurale Sidi Ahmed ou Amer
Mehdi Farajallah, Gérard-Réparte Retaili:
Déterminants de l’Adoption des Services d’Aide au Maintien à Domicile: Une Evidence Empirique.
L’exemple de SIGAAL
Omar Ouhejjou, Fatima Zohra Sossi Alaoui:
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<td>Maryse Brand, Evelien Croonen, Roger Leenders: Franchise Networking: a Blessing or a Curse? A Study on</td>
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<td>Maryline Filippi: New Cooperative Organizational Models: Can Owner-Members still Exercise control over</td>
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<td>Karl Morasch: Cooperation and Competition in Markets with Network Externalities or Learning Curves</td>
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<td>Claude Ménard, Gézia Damery: Hybrids within Hybrids: A Challenging Organizational Arrangement in the</td>
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<td>Jasmin John, Achim Seisreiner: Leadership in a Virtualized Business World: Making the Impossible Possible?</td>
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<td>Katarzyna Bilinska-Reformat, Beata Reformat: New Models of E-Commerce on Group Buying Example</td>
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16.45 to 16.50 Break

16.45 to 18.30 – Session 5: Franchising (Business Center Sale 5)
Session Chair: Evelien Croonen

Pierre Fenies, Samuel Lagrange, Frédéric Gautier:
A Decisional Modelling for Network Franchise Management: Application on French Networks
Laura Lucia-Palacios, Marko Grünhagen, Victoria Bordonaba-Juste, Yolanda Polo-Redondo:
Internet-based Technologies Adoption and Performance: An Analysis of Mediating Factors in the Franchise Sector
Cary Di Lernia, Andrew Terry:
Beyond Main Street: Franchising Strategies for Indigenous Business Development

16.45 to 18.30 – Session 5: Cooperatives (Business Center Sale 1)
Session Chair: Jerker Nilsson

Chrysa Morfi, Petri Ollila, Jerker Nilsson, Li Feng, Yves Surry, Konstantinos Karantininis:
Switching Behavior of Finnish Farmers: Key Elements of Commitment and Loyalty
Juan Carlos Pérez-Mesa, Cynthia Giagnocavo, Emilio Galdeano-Gómez:
Co-opetition Networks and Added-Value in Agrifood Cooperatives: An Analysis of Stakeholder Relationships and Export Capabilities within the Supply Chain
Michael Boland, Michael Cook:
The Irish Dairy Industry and Evolution of Glanbia
Jason Franken, Michael Cook:
Informing Measurement of Cooperative Performance

16.45 to 18.30 – Session 5a: Strategic Alliances (Restaurant Sale 5)
Session Chair: Tobias Schmitz

Si Mohamed Bouaziz, Abdelhak Aourik:
Transparency and Disclosure of Information in Strategic Alliances
Tobias Schmitz, Bastian Schweiger, Jost Daft:
Nico Grove, Bernd Holznagel, Arnold Picot, Joachim Sedlmeir:
Safeguarding the Openess of the Internet: Legal & Economic Considerations towards a Draft Framework for Network Neutrality in Europe
Thierry Pénard, Mourad Zeroukhi:
Open Source Software Subsidies and Network Compatibility in a Mixed Duopoly

16.45 to 18.30 – Session 5b: Strategic Alliances (Café Maure)
Session Chair: Anne Berthinier-Poncet

Anne Berthinier-Poncet:
Cluster Governance and Institutional Dynamics: A Comparative Analysis of French Regional Clusters of Innovation
Latifa Daadaoui:
Governance for Collective Innovation: the French Cluster Initiative (pole de compétitivité) for the New Bio-based Activities
Christina Cappenberg:
Véronique Bossard-Préchoux:
Can Top-down Cluster Policies Give Birth to Collective Players? The Emergence of a French Competitiveness Cluster

20.00 – CONFERENCE DINNER - Robinson
### 8.45 to 10.30 – Session 6: Franchising (Business Center Sale 5)

**Session Chair:** Gérard Cliquet

Claude Negre, Saloua Bennaghmouch: 
Entry Modes for Franchise Expansion: The Case of Morocco

Nina Gorovaia: 
Determinants of Contract Duration in Franchising: Combining Transaction Cost, Resource-based and Relational Governance Perspectives

Odile Chanut, Magali Chauday, Muriel Fadairo, Fréderic Perdreau 
The Dynamics of Contractual Design: Determinants of Contract Duration in Franchising Networks

Josef Windsperger, Magali Chauday, Muriel Fadairo: 
Allocation of Control in Networks: The Case of Franchising

### 8.45 to 10.30 – Session 6: Cooperatives (Business Center Sale 1)

**Session Chair:** Dietmar Rössl

Ye Su, Michael Cook: 
Advances in Agricultural Cooperative Research Since 2007: A Review of Chinese Agricultural Economics Literature

Maria Sylvia Macchione Saes, Vivian-Lara Silva, Rubens Nunes, Tamara Maria Gomes: 
Partnerships, Learning and Adaptation: The Case of Tomé-Acu Mixed Agricultural Cooperative (CAMTA) Changing Member Loyalty in Producer Cooperatives

Wengdong Deng, George Hendrikse: 
Product Diversification of Cooperatives and Corporations: Evidence from the Netherlands

### 8.45 to 10.30 – Session 6: Strategic Alliances (Restaurant Sale 5)

**Session Chair:** Zelimir Petrovic

Nouha Taifi: 
Network-based Organizations in the Extended Enterprise Era: The Case of After-Sales Services Network Configuration and IT-Acceptance

Stefanie Dorn, Bastian Schwaiger, Sascha Albers: 
Friends, Foes, or Both? A Systematic Review of Coopetition Research

Muhamed Kudić, Toralf Pusch: 
Exploring Hidden Network Patterns in Evolving Innovation Networks: Empirical Evidence from the German Laser Industry

J. Ariza-Montes, N. Muniz, H. Molina: 
Scientific Publicaitons in Universities: A Social Network Analysis Approach on Research Interaction

### 8.45 to 10.30 – Session 6: Special Workshop in Cooperation with ENCG (Café Maure)

**Session Chair:** Angela Akorsu

Said Hammami: 
Intellectual Property Rights and Economic Growth: Evidence from Cross-Country Data of Developing Countries

Khalid Chafik, Ahmed El Abbassi: 
The Decision to Invest in Information Systems: Case of Adopting ERP in the Moroccan Public Largest Companies

Zdzislas Puslecki: 
The Growing Interdependence between International Business and National Economies

Houda Sassi: 
Regulation, Economic Freedom and Efficiency in Selected MENA Banks

Angela Akorsu: 
Labour Standards Application along Value Chains in Ghana: Reality Check and Policy Option

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**10.30 to 10.45 Break**
### 10.45 to 11.30 – Plenary Session (Business Center Sale 5)

**KEYNOTE SPEAKER**

Sanjeev Goyal  
Professor of Economics, University of Cambridge, UK  
*Network Formation: Theory and Experiments*

### 11.30 to 11.45 Break

### 11.45 to 11.15 – Session 7: Franchising (Café Maure)

**Session Chair: Hussain Dildar**

Romain Weigel:  
Targeting Emerging Markets: A Reexamination of the Emergence Concept to Develop Alternative International Strategies  
Sukhpal Singh:  
Agribusiness Franchising in India: Performance, Potential and Strategy  
Gérard Cliquet, Ekaterina Voropanova:  
E-commerce and Encroachment: Evidence from French Franchise Networks

### 11.45 to 11.30 – Session 7: Cooperatives (Business Center Sale 1)

**Session Chair: Guenter Schamel**

David O’Brien, Michael Cook:  
Lessons Learned in the Process of Measuring Household and Cooperative Linkages in an East African Development Project  
Constantine Iliopoulos, Michael Cook:  
Property Rights Constraints in Producer-owned Firms: Solutions as Prerequisites for Successful Collective Entrepreneurship  
Sigismundo Bialoskorki Neto, Fabio Ribas Chaddad:  
Agroindustrial Cooperative Networks in Brazil: Comparing Organizational Strategies

### 11.45 to 13.15 – Session 7: Strategic Alliances (Business Center Sale 5)

**Session Chair: Christian Brockman**

Tugba Gurcaylilar-Yenidogan, Josef Windsperger:  
Complementarity between Formal and Relational Governance Mechanisms in Interorganizational Networks: Combining Resource-based and Relational Governance Perspectives  
Jochen Lengers, Rajiv Dant, Brinja Meiseberg:  
Conflict Dynamics in Interfirm Relationships – An Exploratory Analysis of the Importance of Governance Mechanisms  
Lukas Schoenenberger, Andrea Schenker-Wicki, Mathias Beck:  
Analyzing a Terror Network from a Systems Thinking Perspective

### 11.45 to 13.30 – Session 7: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)

**Session Chair: Christina Keinert-Kisin**

Par Boukrif Moussa, Mohamed Madoui:  
Le Partenariat FMN – PME et le Choc des deux Modes de Managements: Cas de Danone et un PME Algérienne “Djurdjura”  
Nour-Eddine Soussi, Soumiya Mekkaoui:  
La Confiance et le Management des Connaissances: Role de la Confiance dans le Partage des Connaissances  
Hadoussa Slim, Fekih Bouthaina:  
La Coevolution des TI et de l’Organisation Hôtelière en Tunisie – Cas de Sept Hotels de la Région Nabeul – Hammamet  
Amina Tourabi:  
Contribution à la Description du Comportement d’ Innovation dans les Organisations: Cas des PME en Industrie Agroalimentaire  
Christina Keinert-Kisin:
13.15 to 14.30 Lunch

14.30 to 16.00 – Session 8: Franchising (Business Center Sale 1)
Session Chair: Hussain Dildar

Ilan Alon, Michèle Boulanger, Melih Madanoglu:
Are Parents to Blame: Predicting Franchising Failure
Yohanan Stryjan: Social Franchising – The Missing Link
Guy Basset, Rozenn Perrigot:
The Impact of the European Legislation on Franchising: A Focus on Know-how, E-commerce and Resale Prices
Michele Griessmair, Dildar Hussain, Josef Windsperger
The Impact of Trust on Ownership Strategy: The Case of Multi-unit Franchising

14.30 to 16.00 – Session 8: Cooperatives (Restaurant Sale 5)
Session Chair: Karin Hakelius

Jos Bijman, Andrei Cechin, Stefano Pascucci:
From Governance Structure to Governance Mechanisms: Opening the Black Box of the Member-Cooperative Relationship
Anna Petruchenya:
Emergence of Cooperatives and Farmer Heterogenity
Li Feng, Kostas Karantininis, Jerker Nilsson:
Co-specific Investment and Integration in the Agrifood Chain

14.30 to 16.15 – Session 8a: Strategic Alliances (Business Center Sale 5)
Session Chair: Sylvia Seas

Gabriela Feresin Jardim, Maria Sylvia Macchione Saes, Luiz Ferraz De Mesquita
Governance Structures and Innovation: A Case of the Brazilian Coffee Roasting & Grinding Industry
Henry Schaefer, Friedrich Voelker:
Socially Driven Stakeholder Networks of German Family-owned Companies as Enablers of Economic Success: A Theoretical and Empirical Study
Huu Nguyen, J. Larimo:
Liability of Origin and Acquisition Strategies of Emerging MNCs in Advanced Economies
Christian Brockmann, Horst Brezinski:
Contractual Joint Ventures for Megaprojects in Construction

14.30 to 16.15 – Session 8b: Strategic Alliances (Café Maure)
Session Chair: Ana Paula Queiroga

Ana Paula Queiroga:
The Role of Performance and Turbulence on Managers’ Strategy at Hospitality Industry
Marijana Srećković:
Network Capabilities and Performance
Isabell Gull:
Management of Innovation Clusters – Preliminary Results of an Empirical Analysis

16.15 – 16.45 – Plenary Session (Business Center Sale 5)
Publication Possibilities and Future Activities

If necessary, changes of the FINAL program will be published on:
http://emnet.univie.ac.at/emnet-2013/?no_cache=1