12-7-2004

University Of New Hampshire Partners With EBSCO To Launch Ground Breaking Franchising Bibliography

Lori Wright

Follow this and additional works at: https://scholars.unh.edu/news

Recommended Citation
https://scholars.unh.edu/news/1808

This News Article is brought to you for free and open access by the Administrative Offices at University of New Hampshire Scholars' Repository. It has been accepted for inclusion in Media Relations by an authorized administrator of University of New Hampshire Scholars' Repository. For more information, please contact nicole.hentz@unh.edu.
DURHAM, N.H. – The University of New Hampshire William Rosenberg International Center of Franchising has partnered with EBSCO Information Services to launch a ground-breaking franchising bibliography that will serve as an extensive resource for those studying and engaged in franchising.

“We hope to become the Google of franchising,” said Udo Schlentrich, executive director of the Rosenberg Center and professor of hospitality management at UNH Whittemore School of Business and Economics.

The comprehensive franchising bibliography index will encompass trade and scholarly journals, academic working papers, news articles, book abstracts, dissertations, conference reports, directories, government regulations and reports, university coursework in franchising, franchising associations, one-of-a-kind archives, videos and Websites.

The initial core titles will include indexing and abstracting for most articles in the following journals: Business Franchise, Franchise Times, Franchising World, Hotels & Restaurants International, Nation's Restaurant News, Franchise & Business Opportunities, Franchise Law Journal, Franchise Magazine and International Journal of Franchising & Distribution Law. The database also will include selected articles from hundreds of other journals that occasionally look at a specific aspect of franchising.

“Franchising is a major contributor to the U.S. economy. Franchise ownership continues to grow as more people see franchising as an opportunity to start their own business based on a tested business model,” Schlentrich said. “This bibliography is designed to help those just starting out in franchising get a broad perspective about the industry’s history as well as expected trends, and scholars and businessmen who study the franchising business concept.”

According to the International Franchise Association’s 2004 report “Economic Impact of Franchised Businesses,” in 2001 franchises employed 9.8 million people and produced $624.6 billion in revenue from sales. Franchised companies accounted for 7.4 percent of all private-sector jobs.

The economic impact of franchising goes beyond activities inside franchised businesses since franchises and their employees do business with nonfranchise operations, according to the association. The IFA estimates franchising was responsible for more than 18.1 million jobs.
created in 2001, or 13.7 percent of all private-sector jobs.

“The William Rosenberg International Center of Franchising will be an important contributor in the study of franchising as a comprehensive discipline,” said Tim Collins, vice president and division general manager for EBSCO Publishing. “We are pleased to be able to participate in this initiative to support research and reference for the franchise community.”

The franchising bibliography is accessible through the Rosenberg Center Web site at http://franchising.unh.edu/.

EBSCO Publishing, EBSCO Subscription Services and EBSCO Book Services form the EBSCO Information Services group. EBSCO is a worldwide leader in providing information access and management solutions through print and electronic journal subscription services, research database development and production, online access to approximately 150 databases and thousands of e-journals, and online book purchasing. EBSCO has specialized products and services for academic, medical, government, public and school libraries as well as for corporations and other organizations. EBSCO maintains a comprehensive database of more than 282,000 serial titles and upholds active relationships with more than 60,000 publishers worldwide. 2004 marks EBSCO’s 60th year of serving the library and business communities. For more information, visit www.ebsco.com.

Editors: Udo Schlentrich, director of the Rosenberg Center, can be reached at 603-862-0137 or udo.schlentrich@unh.edu.