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

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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 Schlenrich, 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,” Schlenrich 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/>.

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