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UNH Franchising Center Aligns With Australia's Griffith University

January 6, 2011

DURHAM, N.H. – The Rosenberg International Center of Franchising at the University of New Hampshire Whittome School of Business and Economics has entered into a formal research collaboration with Griffith University in Australia. The goal of the partnership is to conduct research about franchise expansion into the Asia-Pacific Rim region.

“Australia is strategically located as the gateway to the Asia-Pacific Rim countries, a region that has experienced substantial economic growth that is projected to continue well into the next decade. Griffith University is an ideal partner because it has the academic expertise to allow us to expand our research in this region. We hope that this relationship will also lead to student and faculty exchanges and other interdisciplinary opportunities,” said Udo Schlientrich, director of the UNH Rosenberg International Center of Franchising.

The two universities recently signed a memorandum of understanding that formalized their relationship. The two universities anticipate collaborating on research focused on international franchise expansion, franchise performance and finance, and women in franchising. Griffith University is home to the Asia-Pacific Centre for Franchising Excellence. The university has five campuses and offers more than 300 degrees to 40,000 students.

“Our center has been working with the University of New Hampshire over a number of years on franchise-related research projects so the MOU is just formalizing the relationship already in place,” said Lorelle Frazer, director of the Asia-Pacific Centre for Franchising Excellence at Griffith University.

Rosenberg International Center of Franchising and the Asia-Pacific Centre for Franchising Excellence recently collaborated on their first peer-reviewed journal article, “International Expansion Modeling: Application to U.S. and Australian Franchise Firms.” Its publication is forthcoming.

“Comparing a maturing franchise sector like Australia with a very mature franchise sector like the United States should provide some valuable insights as well as practical outcomes for both franchise sectors,” Frazer said.

The William Rosenberg International Center of Franchising aims to explore and advance the understanding of franchising, which creates more than $2.3 trillion private sector annual output to the U.S. economy. There are presently more than 909,000 franchised business establishments operating in the United States which create a total of 21 million jobs. The center offers a franchising class for business students at the Whittemore School of Business and Economics and is actively involved in the franchising community, both to gain information about current trends and challenges and to share insights and solutions. The center interacts with industry experts and the International Franchise Association (IFA) to produce timely and meaningful research reports and forecasts. The center maintains the Franchise 50 Index, an extensive financial database of publicly listed franchising corporations. For more information, visit wsbe.unh.edu/william-rosenberg-center-international-franchising.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state’s flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.
Dan Innis, dean of the UNH Whittemore School of Business and Economics; and Udo Schlientrich, director of the UNH William Rosenberg International Center of Franchising.

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