

**1986 International Society of Franchising
1st Annual Conference
Nebraska, Omaha
September 28 - September 30, 1986
Program Chair and Proceedings Editor:
Robert Mittelstaedt
University of Nebraska-Lincoln**

1. An Evaluation of Franchising Trends and Their Implications for the Retailing Industry

Raymond A. Marquardt, University of Wyoming
Gene W. Murdock, University of Wyoming

2. The Franchising Economy

Robert T. Justis, University of Nebraska-Lincoln
Lew Taylor, University of Miami
Warren Nielsen, Brigham Young University

3. Changing Antitrust Policy and Franchise Agreements

Kurt A. Strasser, University of Connecticut

4. Legal Issues In Dual Distribution Systems

Mary Jane Sheffet, Michigan State University
Debra L. Scammon, University of Utah

5. The Coexistence of Franchising and Entrepreneurship: A Look at Franchisee Characteristics

Kathleen C. Brannen, Creighton University

6. The Franchise Contract From An Economic-Agency Perspective

Thomas S. Zorn, University of Nebraska-Lincoln
Steven Mann, University of Nebraska-Lincoln

7. Franchising, by any other name, is Wholesaling!

Wilke English, University of Texas-El Paso

8. Training and Development In the Franchisor-Franchisee Relationship

Helen LaVan, DePaul University
Joseph C. Latona, University of Akron
Ray W. Coye, DePaul University

9. A Methodology For Assessing Franchisee Expectations and Perceptions of Franchisor Role Performance

Douglas M. Lambert, University of South Florida
M. Christine Lewis, Wayne State University

10. Behavioral Relations In Marketing Channels: A Review of Cross-Channel Comparisons

James R. Brown, University of Nebraska-Lincoln
Jean L. Johnson, University of Nebraska-Lincoln
Young K. Lim, University of Nebraska-Lincoln

11. Exploring the Environmental and Behavioral Antecedents of Franchisee Trust and Satisfaction Robert Dwyer, University of Cincinnati

Robert Dwyer, University of Cincinnati
Sejo Oh, University of Cincinnati
Rosemary Lagace, University of Cincinnati

12. Applicability of Federal and State Securities Laws to Offers and Sales of Franchises

M. Thomas Arnold, University of Tulsa

13. Retroactive Application of State Laws Regulating Franchise Relationships

Michael J. OHara, University of Nebraska-Omaha

14. Financing Growth: Franchise Compared to Corporate

Sally Jo Wright, Sangamon State University

15. Are the Franchised Businesses Less Risky Than The Non-Franchised Businesses?

K. H. Padmanabhan, University of Michigan-Dearborn

16. Franchising: Entrepreneurial Development

Robert T. Justis, University of Nebraska-Lincoln
Cheryl R. Babcock, CFE, University of Nebraska-Lincoln

17. Another Look at Recognition of Initial Franchise Fees

Wayne M. Higley, Northern Illinois University
Tammie Dunkel, Northern Illinois University

18. Should Franchisor and Franchisee Elect Identical Accounting Conventions?

Robert H. Raymond, University of Nebraska-Lincoln
Jack L. Armitage, University of Nebraska-Omaha

19. International Franchising, Excess Market Value, and Advertising Intensity

Esmeralda O. Lyn, Hofstra University

20. Franchise Systems: The Internal Dynamics of Sales Growth and Dual Distribution

Michael J. O'Hara, University of Nebraska-Omaha
Wade L. Thomas, Ithaca College

21. Industry Impediments to Franchising-A Study of the Equipment Rental Industry

Alden Peterson, Appalachian State University
Robert D. Goddard III, Appalachian State University
John A. Walker, Appalachian State University

22. The Newest Franchise: An Overview of Bank and Savings & Loan Franchise Systems

William J. Carner, Carner and Associates, Ltd.

23. Implications of Dichotomy Premise for Understanding Conflict and Cooperation in Franchise Systems

Rajiv P. Dant, Appalachian State University

24. The Parallel Growth of Services and Franchising

James Cross, Arizona State University

Bruce J Walker, Arizona State University

Tim Christiansen, Texas A & M University