

**1994 International Society of Franchising
8th Annual Conference**
*Understanding And Accepting Different Perspectives...Empowering Relationships In 1994
And Beyond*
Las Vegas, Nevada
February 13 - February 14, 1994
Program Chair and Proceedings Editor
Skip Swerdlow
University of Nevada

1. Understanding the Nature of the Franchise Relationship: A Key to Model and Theory Development

Mark Spriggs, University of Oregon
John R. Nevin, University of Wisconsin-Madison

2. Operationalizing Ownership Redirection: What Have We Been Measuring?

Rajiv P. Dant, Boston University
Audhesh Paswan, University of South Dakota

3. Risk in Franchising: A Look at Some Measurement Issues

Francine Lafontaine, University of Michigan

4. Franchising Failures: Definitional and Measurement Issues

James Cross, University of Nevada-Las Vegas

5. Franchising: A Strategic Alliance Perspective

Faye McIntyre, University of Mississippi
Faye Gilbert, University of Mississippi
Joyce Young, University of Mississippi

6. Chains Within Chains: The Role of Multi-Unit Franchises

Jeff Bradach, Harvard University

7. Multiple Unit Franchising in the Fast-Food Industry in the United States: Incidence and Operating Characteristics

Robert Robicheaux, University of Alabama
Rajiv P. Dant, Boston University
Patrick J. Kaufmann, Georgia State University

8. Franchisor Quick-Start

Robert T. Justis, Louisiana State University
Gary J. Castrogiovanni, Louisiana State University
Peng S. Chan, California State University-Fullerton

9. An Exploratory Examination of Child Care, Child Development, and Child Products: Implications for Franchising

Dianne H.B. Welsh, Eastern Washington at Cheney
Cecilia Falbe, University at Albany-SUNY

10. Towards a Dynamic Model of Franchisee Motivation

John Stanworth, University of Westminster (UK)
Patrick J. Kaufmann, Georgia State University

11. To Train or Not To Train? Quantifying the Financial Benefits of Training

Bharath Josiam, University of Wisconsin-Stout
Christine Clements, New Mexico State University

12. The Nature and Scope of Franchising: A Review of Functional and Legal Definitions

Robert D. Winsor, Loyola Marymount University
Ralph L. Quinones, Loyola Marymount University

13. The Impact of Information Technology on the Franchise Decision

Kabir Sen, Lamar University
Huei Lee, Lamar University

14. Thou Shalt Not Steal: Supreme Court Confirms Old Commandment - Trade Dress and Its Implications to the Franchise System

JeAnna Abbott, University of Houston
Joseph L. Lanza, Texas State 14th Court of Appeals

15. Franchisor Environmental Liability: A Study of Franchisor Attitudes and Actions

Patrick J. Kaufmann, Georgia State University
William S. Vincent, Kennesaw State College
Stephen E. O'Day, Smith Gambrell & Russell

16. The Implications of Kodak for Franchise Tying Suits

Roger D. Blair, University of Florida
Bill H. Boylston, University of Florida

17. A Survey of Franchising in Singapore

Peng S. Chan, California State University at Fullerton
John K.S. Foo, Singapore Polytechnic (SINGAPORE)
George Quek, Singapore Polytechnic (SINGAPORE)
Robert T. Justis, Louisiana State University

18. Franchising in China: A Look at KFC and McDonald's

Wilke English, University of Mary Hardin-Baylor
Chin Xau, University of Texas at El Paso

19. Does Business Format Management Master Marxism in Post-Coup Russia?: Franchise System Mentality Creeps into the Lodging Industry

Skip Swerdlow, University of Nevada-Las Vegas
Nicholai Bushmarin, Tver State University, Tver (RUSSIA)

20. Retail Franchising as an International Growth Strategy-A Case of the BodyShop International PLC

Nitin Sanghavi, University of Manchester (UK)

21. Franchise vs. Non-Franchise Restaurant Attrition: Year-Four of a Yellow Pages Longitudinal Analysis

Wilke English, University of Mary Hardin-Baylor
Jo Willems, University of Texas at El Paso

22. Applicability of Hotel Franchising to Bed and Breakfast Industry

Ali A. Poorani, University of Delaware
David R. Smith, University of Delaware

23. User Characteristics and Fast Food Nutrition Knowledge of International Consumers

Daniel D. Crafts, Southwest Missouri State University
Carolyn Brown, Oklahoma State University

24. Customer Activated Terminals: Technology-Driven Quick Foodservice Ordering Systems

Ken Smith, Colorado State University
Susan Gregory, Colorado State University