

**1990 International Society of Franchising  
4th Annual Conference  
*Franchising: Evolution in the Midst of Change*  
Scottsdale, Arizona  
February 22 - February 24, 1990  
Program Chair and Proceedings Editor  
Robert A. Robicheaux  
University of Alabama**

**1. Economic Sources of Conflict in Franchising Organizations**

Robert A. Mittelstaedt, University of Nebraska-Lincoln  
Robert E. Stassen, University of Arkansas

**2. Franchisee Satisfaction: Its Relationship to the Contractual Agreement**

Donna Mayo, University of Alabama  
Robert Robicheaux, University of Alabama

**3. Preparation and Perceptions of Australian Franchisees...and Their Afterthoughts**

Colin R. McCosker, University of Southern Queensland (Australia)

**4. Why Franchise Channels Are Different**

Michael Swenson, Brigham Young University  
Heikke Rinne, Brigham Young University  
Michael Geurts, Brigham Young University

**5. Franchising: A Review of Price Strategies**

Robert Justis, Louisiana State University  
Janeen E. Olson, Louisiana State University  
Debra Scammon, University of Utah  
Chun-Cheong Wan, Louisiana State University  
Paul Busch, Louisiana State University

**6. Good at Participating Outlets**

Wilke D. English, University of Texas-El Paso  
Robert Hodgdon, University of Texas-El Paso  
Ivar Muus, University of Texas-El Paso

**7. Menu Trends During Various Stages of the Fast Food Franchise Industry's Life Cycle:  
Impact of Environmental Factors**

Haragopal Parsa, Virginia Tech University  
Mahmood A. Kahn, Virginia Tech University

**8. International Franchising in the Context of Competitive Strategy and the Theory of the Firm**

Sandra M. Huszagh, University of Georgia  
Faye McIntyre, University of South Dakota  
Fredrick W. Huszagh, University of Georgia

**9. Issues and Problems Encountered by Food Service Operators When Franchising Internationally: A Preliminary Survey of Corporate Decision Making**

Skip Swerdlow, University of Nevada-Las Vegas  
John S. Chasel, University of Nevada-Las Vegas

**10. A Comparison of the Attributes of Franchising and the Challenges of International Expansion**

Tim Christiansen, Arizona State University  
Bruce J. Walker, Arizona State University

**11. A Comparison of Various Methods of Franchise Expansion**

Patrick J. Kaufmann, Harvard University

**12. Does Franchising Hold a Future for the Rural Entrepreneur in the 1990s?**

Raymond Marquart, University of Nebraska  
Carol Meyer, University of Nebraska

**13. A Breakthrough Model for New Franchise Products**

Kent Foutz, Youngstown State University  
George Benson, Youngstown State University

**14. Franchising in the Service Sector: An Examination of the Fast Food Industry and Its Part-Time Workforce**

Dianne H. B. Welsh, Eastern Washington University

**15. Student Internship Programs in the Franchise Industry: Benefits to Students, Franchisees and Universities**

Joseph Miller, Southeastern Louisiana University  
Richard T. Wines, American Assembly of Collegiate Schools of Business  
Jo Anne Hopper, University of Southwestern Louisiana  
Lynn Stirling, Southeastern Louisiana University

**16. Evaluating Franchise Salespeople: Customer Orientation**

Gene Brown, University of Central Arkansas  
Robert E. Widing II, Case Western Reserve University

**17. Reciprocal Agency in Franchise Channels of Distribution**

Anne L. Austin, University of Wisconsin-Parkside  
Frank L. Winfrey, University of Wisconsin-Parkside

**18. Governance Structures in a Franchised Channel of Distribution**

James R. Brown, Virginia Polytechnic Institute and State University  
Carolyn Y. Nicholson, Virginia Polytechnic Institute and State University

**19. Expectancy Theory as a Framework for Analyzing Channel Relationships: Similarities and Differences Between Franchised and Independent Retailers**

Elizabeth K. LaFleur, Nicholls State University  
Danny R. Arnold, Mississippi State University  
Michael T. Elliott, Mississippi State University

**20. Measuring Interfirm Influence in Franchise Channels of Distribution**

Brett Boyle, University of Cincinnati  
F. Robert Dwyer, University of Cincinnati  
Sejo Oh, Kangwon National University (Korea)

**21. Channel Leadership in a Franchise Relationship**

Gail Hudson, Arkansas State University

**22. Motivations for Entering Franchising and Franchisor Choice-Exploratory Insights into Similarities and Differences**

Alden Peterson, Appalachian State University  
Rajiv P. Dant, University of Mississippi

**23. 1989 Survey of Interfirm Relations-Preliminary Findings**

Louise C. Young, University of New South Wales (Australia)  
Ian F. Wilkinson, University of New South Wales (Australia)