

**1991 International Society of Franchising  
5th Annual Conference  
*Franchising: Embracing the Future*  
Miami Beach, Florida  
February 9 - February 10, 1991  
Program Chair and Proceeding Editor  
John R. Nevin  
University of Wisconsin-Madison**

**1. Franchising, Self-Employment and the Enterprise Culture: A UK Perspective**

Alan Felstead, Nuffield College-Oxford (UK)

**2. Managerial Attributes of Franchisees**

Robert Anderson, College of Charleston  
Clarence Condon, College of Charleston

**3. Examining the Impact of Competitive Position of Small Businesses on Attitudes Toward Franchise Arrangement**

Bruce K. Pilling, Georgia State University

**4. Quality Assurance, Brand Loyalty and the Pricing of Motel Services**

Lawrence Wu, University of Chicago

**5. A Methodology to Predict the Success of a Franchise**

Graham Mitenko, University of Nebraska-Omaha

**6. Franchise vs. Non-Franchise Restaurant Attrition: Beginning a Longitudinal Analysis Using the Yellow Page Listings**

Wilke English, University of Texas-El Paso  
Jo Willems, University of Texas-El Paso

**7. Financial Performance and Strategic Options in Franchise Systems: A Study of the Hospitality Industry**

H. G. Parsa, Virginia Polytechnic and State University  
Francis A. Kwansa, Virginia Polytechnic and State University

**8. Franchise Contracts: The Economics of Asymmetric Terms**

Thomas G. Noordewier, University of Vermont

**9. The Use of Initial Fees and Royalties in Business Format Franchising**

Kabir C. Sen, Washington University

**10. Franchising as a Global Marketing Strategy**

Faye S. McIntyre, University of Mississippi  
Sandra M. Huszagh, University of Georgia  
Fredrick W. Huszagh, University of Georgia

**11. The Internationalization of U.S. Franchisees: Organizational and Environmental Determinants**

Sevgin Eroglu, Georgia State University

**12. Retail Franchising: A European Perspective**

Nitin Sanghavi, Manchester Business School

**13. Opportunities and Challenges for Franchisors in the U.S.S.R.: Preliminary Results of a Survey of Soviet University Students**

Dianne H.B. Welsh, Eastern Washington University  
Skip Swerdlow, University of Nevada, Las Vegas

**14. Dependence, Asset Specificity and Expected Relationship Duration in Alternate Forms of Quasi-Hierarchies**

Robert A. Robicheaux, University of Alabama-Tuscaloosa  
James T. Simpson, University of Alabama-Huntsville

**15. Exploring the Rationale of Dual Distribution in Franchised Channels**

Rajiv P. Dant, University of Mississippi  
Patrick J. Kaufmann, Harvard University  
Audhesh K. Paswan, University of Mississippi

**16. Managing the Franchise Relationship: Insights from the Relational Contracting Model**

Mark T. Spriggs, University of Oregon

**17. Franchising Disclosure: A Review**

Robert T. Justis, Louisiana State University  
Peng Chan, California State University-Fullerton  
Janice B. Haynes, Louisiana State University

**18. Corporate Social Responsibility and the Franchisor**

F. Bruce Simmons III, The University of Akron  
Kenneth E. Aupperle, The University of Akron

**19. Some Recommendations for Improving Data-Collection Efforts in Franchising Research**

Bruce J. Walker, University of Missouri-Columbia

**20. The Role of Lead Generation in Business Services-Franchise Marketing**

Gordon Storholm, St. John's University

**21. Successful Marketing Strategies in the Marketing of Franchises**

Helen LaVan, DePaul University  
Patrick Boroian, Francorp  
Michael Baum, Francorp  
Joseph Latona, University of Akron  
Amy Bellinger, Francorp

**22. A Successive Monopolies Examination of Conflict in Franchise Channels**

Robert Stassen, University of Arkansas  
Robert Mittelstaedt, University of Nebraska-Lincoln

**23. Control in Various Organizational Forms: An Empirical Study of Company Owned and Franchisee Owned Units' Health Inspections**

Roy L. Beheler, Washington University

**24. Franchisor-Black Franchisee Channel Relationships: Extension and Application of the Political Economy Paradigm**

Thaddeus Spratlen, University of Washington  
Herbert Conley, Howard University