

1996 International Society of Franchising
10th Annual Conference
Partners for Progress . . . A World of Opportunities
Hilton Hawaiian Village
Honolulu, Hawaii
February 17 - February 18, 1996
Program Chair and Proceedings Editor
Ann Dugan
University of Pittsburgh

1. Quantitative Analysis of Vertical Cooperative Advertising Issues in Franchise Channels of Distribution

Rajiv P. Dant, Boston University

2. Firm Specific Effects in Franchise Contracting: Sources and Implications

Francine Lafontaine, University of Michigan
Kathryn L. Shaw, Carnegie Mellon University

3. Franchise Fees: An Australian Perspective

Lorelle Frazer, University of Southern Queensland, Toowoomba Australia
Colin McCosker, University of Southern Queensland, Toowoomba, Australia

4. Franchisee Goals and Franchisor Services: Implications of Life-Cycle Evolution and Environmental Conditions

Ravi S. Achrol, George Washington University
Michael J. Etzel, University of Notre Dame
Gregory T. Gundlach, University of Notre Dame

5. Business Format Franchising: Innovation and Creativity or Replication and Conformity?

John Stanworth, University of Westminster, London, England
Stuart Price, University of Westminster, London, England
David Purdy, University of Westminster, London, England
Nicos Zafiris, University of Westminster, London, England
Alessandro Gandolfo, University of Westminster, London, England

6. The Implications of the Ban on Maximum Resale Price Restraints in Franchising

Roger D. Blair, University of Florida Amanda Esquibel, University of Memphis

7. The U.S. Trademark System Becomes Franchise Friendly

William J. Keating, The Dickinson School of Law

8. Mandatory Earning Disclosures: Some Comments and Caveats

Patrick J. Kaufmann, Georgia State University William S. Vincent, Kennesaw State College

9. The Regulation of Franchising on Australia: Reviews, Roundabouts and Realpolitik

Andrew Terry, University of New South Wales, Sydney, Australia

10. Franchise Contract Terminations: Is There Evidence of Franchisor Abuse?

Darrell L. Williams, University of California at Los Angeles

11. Franchising in Austria: An Overview

Peng S. Chan, California State University-Fullerton

Erika Glatz, University of Business Administration and Economics, Vienna, Austria

12. Franchising in South Africa

Gert J. Scholtz, University of South Africa, Pretoria, South Africa

13. Job Satisfaction, Organizational Commitment, and Career Stage: The Current State of Employee Attitudes in the Russian Lodging Industry and Their Implications for Franchise Operators

Skip Swerdlow, University of Nevada, Las Vegas

W. Theodore Cummings, University of Nevada, Las Vegas

Dianne H. B. Welsh, Eastern Washington University

Nicholai Bushmarin, Tver State University, Russia

14. Franchising into Asia: An Overview of Selected Target Markets

Colin McCosker, University of Southern Queensland, Toowoomba, Australia

15. Franchising of Sport in Australia: The Struggle Between the Kings and the Barons

S.D. Thompson, University of Technology, Sydney, Australia

E.W. Watts, University of Technology, Sydney, Australia

16. The Franchise as a Network Organization

Ravi S. Achrol, George Washington University

17. The Franchise Failure Continuum

Kathryn Boe Morgan, The American University

Stevan R. Holmberg, The American University

18. The New Uniform Franchise Offering Circular (UFOC): A Financial-Accounting Perspective

Robert T. Justis, Louisiana State University

Bart P. Hartman, Louisiana State University Andrew

A. Caffey, attorney

B. Peng S. Chan, California State University-Fullerton

19. Profiling the Market for Franchise Systems Within the Health Care Industry

Faye S. McIntyre, Rockhurst College

Faye W. Gilbert, University of Mississippi

20. Electronic Data Interchange (EDI): A Strategic Tool to Increase Franchise Productivity and Efficiency

Ali A. Poorani, University of Delaware

21. A Path Analytic Investigation of the Ownership Redirection Hypothesis

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

22. Benchmarking for Franchising: Putting Theory into Practice for Continuous Improvement

S.D. Thompson, University of Technology, Sydney, Australia
E.W. Watts, University of Technology, Sydney, Australia

23. A Program for Using Franchising as a Means of Developing Indigenous Entrepreneurship Skills and Thereby Promoting National Growth

Richard Widdows, Purdue University
Zainab Ahmad, Malaysian Entrepreneurship Development Center

24. Franchise vs. Company Outlets: Do Customers Know or Care? The Strange Predicament of Martin Mull and Red Roof Inns

Wilke English, University of Mary Hardin-Baylor