

**1988 International Society of Franchising
2nd Annual Conference
Forging Partnerships for Competitive Advantage
San Francisco, California
January 31 - February 2, 1988
Program Chair and Proceedings Editor:
F. Robert Dwyer
University of Cincinnati**

1. Fast Food Franchise Chains: A Revolution in Nevada Hotel/Casino Food Marketing

Skip Swerdlow, University of Nevada-Las Vegas
Larry Strate, University of Nevada-Las Vegas

2. Franchise Failures: More Questions than Answers

Bruce Walker, Arizona State University
James Cross, Arizona State University

3. Developing a Franchise System of Distribution

John R. Nevin, University of Wisconsin-Madison
Lisa M. Collins, University of Wisconsin-Madison

4. Multi-Unit Franchising

Robert T. Justis, Louisiana State University
Richard J. Judd, Sangamon State University
Ravi Chinta, Louisiana State University

5. The Need for a Multifunctional Approach to Marketing Program Development

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

6. Antitrust and Franchisor Dual Distribution: Recent Developments

Kurt A. Strasser, University of Connecticut
Barry G. Russell, University of Connecticut

7. Liability of a Franchisor to a Customer of Its Franchisee

Michael M. Greenfield, Washington University
Joshua M. Schindler, Washington University

8. Franchising: An Essential Topic in a Law School's Business Planning Course

Michael D. Kadens, University of Toledo

9. International Franchising: A Retrospective Review and Research Agenda

Faye Saint McIntyre, University of Georgia
Sandra M. Huszagh, University of Georgia

10. Franchising in Asia

Robert T. Justis, Louisiana State University
Warren Nielson, Brigham Young University
Sang Jim Yoo, Bowling Green State University

11. Minority Participation in Franchising: Hispanic Franchises in El Paso

Wilke D. English, University of Texas at El Paso
Fabio Lopez, University of Texas at El Paso

12. Are Independent Black Entrepreneurs Different from Black Franchisee Entrepreneurs?

K. H. Padmanabhan, University of Michigan-Dearborn

13. Interfirm Influence Strategies in Franchise Channels of Distribution

Robert Dahlstrom, University of Cincinnati
F. Robert Dwyer, University of Cincinnati
Sejo Oh, Kangweon National University, Korea

14. Accounting, Marketing and Management Services Needs of Franchisees in Small-Town Environments

Lynn K. Saubert, Radford University
Wayne Saubert, Radford University

15. Macroeconomic Influences on Restaurant Franchising in the United States

Burhan F. Yavas, California State University-Dominguez Hills

16. The Effect of Selected Franchisor Characteristics on the Growth Rates of Franchised Employment Services Firms

Robert D. Goddard III, Appalachian State University
Alden Peterson, Appalachian State University

17. Marketing Decision Making Within Franchised Systems

S. J. Pettitt, Plassey Technological Park, Ireland

18. Selecting Franchisee Prospects

Kenneth W. Olm, University of Texas
George G. Eddy, University of Texas
Ana R. Adanya, University of Texas

19. Knowledge Based Systems as a Method for Outlet Location Selection

Douglas O. Love, University of Nebraska