

**1993 International Society of Franchising
7th Annual Conference
Excellence '93: A Bridge to Success
San Francisco, California
February 7 - February 8, 1993
Programming Chair and Proceedings Editor
Rajiv P. Dant
Boston University**

1. The Franchise Relationship-Entrepreneurship or Dependence?

John Stanworth, University of Westminster (UK)

2. The Evolution and Characteristics of Franchising in the 1980s

Francine Lafontaine, University of Michigan

3. An Investigation of Franchisor Growth Rates by Industry

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

4. Master Franchising and System Growth Rates

Patrick J. Kaufmann, Georgia State University
Sang Hyeon Kim, Georgia State University

**5. Franchise Vs. Non-Franchise Restaurant Attrition: Year-Three of a Yellow Pages
Longitudinal Analysis**

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

**6. Strategy Implementation, Firm Performance and Satisfaction: An Exploratory Study of the
Hospitality Industry**

H.G. Parsa, State University College at Buffalo
Mahmod A. Khan, Virginia Polytechnic Institute & State University

**7. The Development and Assignment of Territories: Dual Distribution and Conflict within
Maturing Franchise Systems**

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

8. Advertising Fees in the Franchised Channel

Kabir C. Sen, Lamar University

**9. The Effect of Product Liability Law on Optimal Service and Advertising Levels for
Franchised Channels**

David E. Griffith, University of Oklahoma
Fred W. Morgan, University of Oklahoma

10. Too Close? Site Location and the Iowa Act

Jo Willems, University of Texas at El Paso
Wilke English, University of Texas at El Paso
Gordon Storholm, St. John's University

11. Entitlements to Goodwill in Franchising

Des Giugni, University of New South Wales (AUSTRALIA)

12. Building a Foundation for the Responsible Development of a Franchising Program

Andrew J. Sherman, Silver, Freedman & Taff

13. An Assessment to Determine How a Franchisees Thorough Understanding of the Disclosure Statement Would Affect Potential Legal Pitfalls in a Franchisor-Franchisee Relationship

Scott Witzman, University of Nevada-Las Vegas

14. Dispute Resolution in Franchising

Andrew Terry, University of New South Wales (AUSTRALIA)

15. The Influence of Psychological Climate on Conflict Resolution in Franchising Channels

David Strutton, University of Southwestern
Louisiana Lou E. Pelton, Augusta College

16. Gaining Historical Perspectives on Franchising in Japan

Faye S. McIntyre, University of Mississippi
Richard M. Hargrove, University of Mississippi

17. A Cross-Cultural Study of American and Russian Hotel Employees: A Preliminary Review and its implications for Franchisors

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

18. Retail Franchising in France and Germany-Strategic Overview

Nitin Sanghavi, University of Manchester (UK)

19. Pizza Hut in Moscow: Post-Coup System Development and Expansion

Ronald L. Christy, Wichita State University
Sandra M. Haftel, Wichita State University

20. Cultural Dimensions: Effect on Franchising Governance Structure

Audhesh K. Paswan, University of South Dakota

21. An Application of Population Ecology to Franchised and Non-Franchised Establishments

Bruce K. Pilling, Georgia State University
Steve E. Henson, Georgia State University
Boonghee Yoo, Georgia State University

22. Managing Supplier/Manufacturer Relationships Through Backward Franchising

Robert D. Winsor, Loyola Marymount University
Shirish P. Dant, St. Louis University

23. Contractual Dimensions and Transaction Specific Investments in Vertically Integrated Marketing Channel Systems

James T. Simpson, University of Alabama at Huntsville
Chris Paul, University of Alabama at Huntsville

24. An Alternative Perspective on Control Structures in Franchised Distribution Systems

Chris Manolis, University of Kentucky
Robert Dahlstrom, University of Kentucky

25. The Roles of Relational Norms and Bureaucratic Structuring Under the Different Types of Channel Systems in Korean Petroleum Industry

Sejo Oh, Yonsei University (KOREA)
Kyong Sei Sohn, Yonsei University (KOREA)
Jinnyeo Jeong, Yonsei University (KOREA)

26. Dimensionalizing the Quality of Franchise Relationships

Rajiv P. Dant, Boston University
Zhan G. Li, Boston University
Lawrence H. Wortzel, Boston University