

**2002 International Society of Franchising
16th Annual Conference
Franchise Systems at the Turning Point of Maturity
The Swan & Dolphin Hotels
Orlando, Florida
February 8 - February 10, 2002**

Joyce Young
Indiana State University
School of Business
Terre Haute, IN 47809

1. Predicting the Winners of the Franchise 500

John E. Clarkin, University of South Carolina/University of Stirling, Scotland
Robert Hasbrouck, Ph.D., College of Charleston
Peter Rosa, Ph.D., University of Stirling, Scotland

2. An Analysis of Shareholder Return in Public Franchisor Companies

Stephen Spinelli, Jr., Babson College

3. Antecedents of Performance Effectiveness: A Comparison of Franchisor and Franchisee Perceptions

Faye S. McIntyre, State University of West Georgia
Faye W. Gilbert, University of Mississippi
Robert E. Hite, State University of West Georgia

4. A Preliminary Investigation of the Influence of Franchisees on Franchisor Financial Performance

Frank H. Wadsworth, CFE, Indiana University Southeast
Douglas C. Haines, CFE, University of Idaho

5. An Exploratory Study of Encroachment in Multi-Brand Franchise Organizations

Anita du Toit, Franchising Plus/University of Pretoria, South Africa

6. Predicting Multiple Unit Franchising: A Franchisor and Franchisee Perspective

Scott Weaven, Griffith University, Australia
Lorelle Frazer, Griffith University, Australia

7. American-Owned Direct Sales Franchises in the United Kingdom: A Self-Employment Grey Area

Stewart Brodie, University of Westminster, England
John Stanworth, University of Westminster, England
Thomas Wotruba, San Diego State University

8. Gaps in Franchisee and Franchisor Expectations

John Paynter, University of Auckland, New Zealand
Andrew Terry, University of New South Wales, Australia

9. Franchising New Zealand: Survey of Franchising Practices and Performance

John Paynter, University of Auckland, New Zealand
Andrew Terry, University of New South Wales, Australia
Lorelle Frazer, Griffith University, Australia

10. A Comparative Analysis of Franchise Regulation in Asia

Andrew Terry, University of New South Wales, Australia

11. The Dual Structure of Franchising Firms

Josef Windsperger, University of Vienna, Austria

12. Dual Distribution and Royalty Rates in Franchised Chains: An Empirical Exploration Using French Data

Thierry Pénard, Université de Rennes, France
Emmanuel Raynaud, INRA-SADAPT/Université de Paris I,
France Stéphane Saussier, Université de Nancy II/Université de Paris, France

13. The Role of Residual Claims and Self-Enforcement in Franchise Contracting

Francine Lafontaine, University of Michigan Business School
Emmanuel Raynaud, INRA-SADAPT/Université de Paris I, France

14. Royalty Rates and Upfront Fees in Share Contracts: Evidence From Franchising

James A. Brickley, University of Rochester

15. Retail Franchising as an International Growth Strategy: An Overview

Nitin Sanghavi, Manchester Business School, England

16. Brand - Country of Origin Association and Image: Investigation in a Franchising Context

Audhesh K. Paswan, Ph.D., University of North Texas
Dheeraj Sharma, University of North Texas

17. An Application of Survival Analysis to the French Hotel Networks

Gérard Cliquet, Université de Rennes 1, France
Rozenn Perrigot, Université de Rennes 1, France

18. Comparing Franchised-Hotel Chains in France and the U.S.A.

Rozenn Perrigot, Université de Rennes 1, France
Ilan Alon, State University of New York-Brockport
Gérard Cliquet, Université de Rennes 1, France

19. The Choice Between Management Contracts and Franchise Agreements in the Corporate Development of International Hotel Firms

Irini Dimou, University of Surrey, England
Dr. Jean Chen, University of Surrey, England
Prof. Simon Archer, University of Surrey, England

20. Perceptions of Fair Treatment in the Franchised Lodging Industry: How Management and the Work Environment Fare in the Bid for Employee Job Satisfaction

Wesley S. Roehl, Ph.D., Temple University
Skip Swerdlow, Ph.D., University of Nevada, Las Vegas

21. Competition in Information Disclosure: The Case of Franchising

Steven C. Michael, University of Illinois, Urbana-Champaign

22. Dispute Resolution: Towards Development of a Working Model

William S. Vincent, Kennesaw State University
Robert Justis, Louisiana State University

23. Genetically Modified Foods in the Foodservice Industry: A Franchise and Multiunit Perspective

Robert R. Nelson, Ph.D., University of Delaware
Ali A. Poorani, Ph.D., University of Delaware
Justin E. Crews, University of Delaware

24. Who Buys a Franchise? A Comparative Analysis of Franchisees and Independent Entrepreneurs in Poland

Krzysztof Zieba, Technical University of Gdansk, Poland

25. Franchisees Can Be Made - Empirical Evidence And Insights From A Finnish Franchisee Training Program

Mika Tuunanen, University of Jyväskylä, Finland
Jenni Torikka, , University of Jyväskylä, Finland

26. An Exploratory Investigation into Ethnic Minority-Owned Franchisees' Entrepreneurial Activities

Dr. Dave Crick, University of Central England, England

27. Global Franchising in Emerging and Transitioning Economies

Moderators: Ilan Alon, Ph.D., State University of New York-Brockport; Dianne H.B. Welsh, Ph.D., John Carroll University
Panelists: Rajiv P. Dant, Clarkson University; Cecilia Falbe, University of Albany – SUNY; Mahmood A. Khan, Virginia Polytechnic Institute; Hans Lang, German Franchise Institute, Germany; Audhesh K. Paswan, University of North Texas; Marcel Portman, International Franchise Association; John Stanworth, University of Westminster, England; Skip Swerdlow, University of Nevada, Las Vegas

28. E-Business Strategy in Franchising: A Customer-Service-Life-Cycle Approach

Ye-Sho Chen, Louisiana State University
P. Pete Chong, University of Houston-Downtown
Robert Justis, Louisiana State University

29. The Effect of Electronic Communication Among Franchisees on Franchisee Compliance

Michael H. Dickey, Florida State University