

1998 International Society of Franchising
12th Annual Conference
Franchising Research: Legal, Economic and Managerial Developments
MGM Grand
Las Vegas, Nevada
March 7 - March 8, 1998
Program Chair and Proceedings Editor
Francine Lafontaine
University of Michigan
Co-Chair John Stanworth
University of Westminster

1. Changes in the Mix of Company-Owned and Franchised Outlets: Ownership Redirection Revised

Rajiv P. Dant, Boston University and MIT
Patrick Kaufmann, Georgia State University
Robert A. Robicheaux, University of Alabama

2. Externalities and the Choice of Ownership Mode in Business-Format Franchising

Janet Bercovitz, Duke University

3. The Case of the Outdoor Sign: Perceptual Differences Between Franchisee Owner-Operators and Employees-Managers

Audhesh Paswan, University of South Dakota
Joyce A. Young, Indiana State University

4. Incentive Conflicts and Contracting: Evidence from Franchising

James A. Brickley, University of Rochester

5. Comparing National Advertising Expenditures with Franchise System Advertising Funds

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

6. Fee Structures of Australian Franchisors

Lorelle Frazer, University of Southern Queensland (Australia)
Chad Perry, University of Southern Queensland (Australia)

7. Organizational Incentives and Organizational Mortality

Scott Shane, MIT

8. Factors in Franchise Failure: Lessons from the Cut Price Deli Litigation

Andrew Terry, University of New South Wales (Australia)
Des Giungi, University of New South Wales (Australia)

9. Improving the Relevance of Franchise Failure Studies

James Cross, University of Nevada, Las Vegas

10. Franchise Tying Suits in the Aftermath of Kodak

Roger D. Blair, University of Florida
Jill Boylston Herndon, Hamline University

11. Deception Condoned: Pre-Contract Misrepresentations and the Parol Evidence Rule

Stuart R. Cohn, University of Florida

12. Encroachment: Franchising's Nightmare

William Slater Vincent, Kennesaw State University

13. Panel Discussion: The Implications of "Khan" for Franchising

Moderator: Francine Lafontaine, University of Michigan
Panelists: Roger Blair, University of Florida; Robert Stassen, University of Arkansas

14. International Master Franchising: Strategic Flexibility or Global Strategy?

Claude Negre: Universite de Haute Alsace-IUP (France)

15. The Spread of Franchising: A Multinational Comparison Based on the Notions of Innovation Diffusion?

Matti Koiranen, University of Jyväskylä (Finland)

16. Franchising in Slovenia: Support to the Development of Franchise Systems in Central Europe.

Igor Pavlin, International Center for Promotion of Enterprises (Slovenia)

17. Panel Discussion: Europe Without Frontiers? Franchise Effectiveness in Changing Markets

Moderators: Dianne H.B. Welsh, Eastern Washington University; David Purdy, International Franchise Research Center-University of Westminster
Panelists: Peter Stern, Senior Franchise Manager-National Westminster Bank PLC (UK); Andrea Maria Wessels, Partner-Heuking Kühn Lüer Heussen Wojtek (Germany); Alberto Echarri, Founding Partner-Echarri and Brindl (Spain)

18. Direct and Indirect Effects of Training and Organizational Commitment Among Hospitality Employees: Implications for Lodging Franchisors

Skip Swerdlow, University of Nevada, Las Vegas
Wesley Roehl, University of Nevada, Las Vegas

19. Co-Branding: A Franchise Growth Strategy

Robert T. Justin, Louisiana State University
Gary J. Castrogiovanni, University of Houston
Charles Valluzzo, McDonald's Franchisee

20. Obtaining the Benefits of Franchising Without Officially Registering as a Franchise: Results from a Survey of Franchise Attorneys

Wilke D. English, University of Mary-Hardin Baylor
Tony Martinez, Louisiana State University

21. Franchising as a Small Business Development Strategy: A Qualitative Study of Problems Faced by Franchisors

David A. Kirby, Middlesex University (England)
Anna Watson, Middlesex University (England)
Julie Waites, Tha Franchise Company (England)

22. Franchising and the Creation of a Small Family Business

Patrick J. Kaufmann, Georgia State University

23. Colas, Burgers, Shakes and "Shirkers": Towards a Sociological Model of Franchising in the Market Economy

John Stanworth, University of Westminster (UK)
James Curran, Kingston University (UK)