

**1992 International Society of Franchising
6th Annual Conference
Franchising: Passport for Growth & World of Opportunity
Palm Springs, California
February 1 - February 2, 1992
Program Chair and Proceedings Editor
Patrick J. Kaufmann
Georgia State University**

1. Growth in the Ecologically Conscious Consumer Segment and its Implications for Franchising

James A. Roberts, Baylor University
Grant Bassett, Baylor University

2. Conflict and Opportunistic Behavior in Business Format Franchising

Gordon Storholm, St. John's University

3. Franchisor Environmental Liability Resulting From the Franchise Relationship

Patrick J. Kaufmann, Georgia State University
Stephen E. O'Day, Esq., Smith, Gambrell & Russell
William S. Vincent, Esq., Member Georgia Bar

4. An Organizational Ecology Perspective on the Development of Franchise Systems

Steven W. Henson, Georgia State University
Bruce K. Pilling, Georgia State University

5. A Transactions Costs Perspective on Franchising in Global Markets

Devi Prasad Karuppur, Florida Atlantic University
C.M. Sashi, Florida Atlantic University

6. How and Why do Franchisors Do What They Do: A Survey Report

Francine Lafontaine, University of Michigan

7. Examination of Franchise Failure Rates

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

8. Franchise vs. Non-Franchise Restaurant Attrition: Year-Two of a Yellow Pages Longitudinal Analysis

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

9. Evaluating Franchise Performance: Some Empirical Insights

Steven Schultz, University of Nebraska-Lincoln
Raymond Marquardt, University of Nebraska-Lincoln
Michael Turner, University of Nebraska-Lincoln

10. Franchising Opportunities in the Free Trade Zones of Developing Countries

Antonio Grimaldi, West Texas State University

11. Pizzas in Mexico? !Si!

Jo Willems, University of Texas-El Paso
Wilke English, University of Texas-El Paso
Victor Ito, University of Texas-El Paso

12. International Franchising of U.S. Firms: A Quasi-Longitudinal Analysis

Faye S. McIntyre, University of Mississippi

13. Using Marketing Research to Enhance Franchisee/Franchisor Relationships

Robert T. Justis, Louisiana State University
Janeen E. Olsen, Louisiana State University
Peng Chan, California State University

14. The Context of Entrepreneurship in Franchising

Cecilia M. Falbe, State University of New York-Albany
Thomas C. Dandridge, State University of New York-Albany
Ajith Kumar, Arizona State University

15. The Organization of the Franchise Relationship: The Roles of the Franchise Consultant

Jeffery L. Bradach, Harvard University

16. Enhancing the Effectiveness of Franchise Systems: Franchisee Goals and Franchisor Services

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

17. Relationalism and Its Significance in Franchise Systems

Robert A. Robicheaux, University of Alabama
Jay U. Sterling, University of Alabama
Carl E. Ferguson, University of Alabama

18. Exploring the Relationship Between Autonomy and Dependence in Franchised Channels of Distribution

Rajiv P. Dant, Boston University
Lawrence H. Wortzel, Boston University
Mohan Subramaniam, Boston University

19. Relationship Lawyering: A Model for Autonomous Franchising

Sandra M. Huszagh, University of Georgia
Fredrick W. Huszagh, University of Georgia

20. Franchising: There is more to it than McDonald's

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

21. Marketing the Society to the IFA: First Iteration of an Annotated Bibliography of Practitioner-Relevant Franchising Literature

John F. Gaski, University of Notre Dame

22. The Future of Franchising in the USSR: A Statistical Analysis of the Opinions of Soviet University Students

Skip Swerdlow, University of Nevada Las Vegas
Dianne H. Welsh, Eastern Washington University

23. Franchising in Australia: Prospects and Problems

Des Giugni, University of South Wales (AUSTRALIA)
Andrew Terry, University of South Wales (AUSTRALIA)

24. Franchising as a Growth Strategy in the Japanese Retail Market

Nitin Sanghavi, Manchester Business School (UK)

25. Franchising: Entry and Developmental Strategies in the Former Soviet Union

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