

**1999 International Society of Franchising
13th Annual Conference
Franchising Beyond the Millenium: Learning Lessons from the Past
Miami Beach, Florida
March 6 - March 7, 1999**

**Program Chair and Proceedings Editor
John Stanworth
David Purdy
University of Westminster**

1. Franchising's Role in Economic Development (

Mark T. Spriggs - University of St. Thomas

2. International Franchising Modes of Entry

Ilan Alon - State University of New York at Oneonta

3. Co-Branding Relationships: Franchisors Partnering with Other Franchisors

Joyce Young - Indiana State University
Cassandra Hoggatt - Indiana State University
Audhesh Paswan - University of South Dakota

4. Analysis of Franchising Data: A Comparative Evaluation of Leading Secondary Sources

Sanjay Mehta - Sam Houston State University
Dawn Luza - Sam Houston State University
Garey Council - Sam Houston State University
Balasundram Maniam - Sam Houston State University

5. Company-Ownership Over the Life Cycle: What Can We Learn from Panel Data

Francine Lafontaine - University of Michigan
Kathryn Shaw - Carnegie Mellon University

6. Using Outlets' Sales to Re-examine Selected Linkages in Franchising Research

Patrick Kaufmann - Boston University
Rajiv Dant - Boston University

7. Direct Selling: Its location in Franchise Typology

Stewart Brodie - University of Westminster, London, UK
John Stanworth - University of Westminster, London, UK

8. Quasi-Franchises: Chains that Look Like Franchises But Aren't

Wilke English - University of Mary Hardin-Baylor Robert Justis - Louisiana State University

9. Relationship Marketing: Potential for Franchise Businesses

John Egan - University of Middlesex, London, UK

10. Panel: Franchising at the Operational/Educational Interface

Moderator: Matti Koiranen

11. Exchange Relationships: Context, Dimensions and Performance

Faye S. McIntyre - State University of West
Georgia James Thomas Jr. - University of Central Oklahoma
K.J. Tullis - University of Central Oklahoma

12. An Analysis of Contract Provisions in Business Format Franchise Agreements

Janet Bercovitz - Duke University

13. Signs of Maturity in Australian Franchising

Colin McCosker - University of Southern Queensland, Australia
Lorelle Frazer - University of Southern Queensland, Australia

14. Franchisee Satisfaction: A Report on the Fast Food Industry

Frank Wadsworth - Indiana State University

15. The El Paso Attrition Study: Summary Statistics from Year-Nine of a Yellow Pages Longitudinal Analysis Research Note

Jo Willems - University of Texas at El Paso
Wilke English - University of Mary Hardin-Baylor

16. Using Geographic Information Systems in Franchising

Sanjay Mehta - Sam Houston State University
Mark Leipnik - Sam Houston State University
Balasundram Maniam - Sam Houston State University

17. Franchising in France

Kathy Perrier - Louisiana State University
Claude Negre - University of Haute Alsace, Colmar, France
Robert Justis - Louisiana State University
Gary Castrogiovanni - Louisiana State University

18. The Early Termination of Franchise Agreements in Spain...

Alberto Echarri - Instituto de Empresa, Madrid, Spain

19. Franchising as a Strategy for Growth: The Case of the UK Construction Industry

David Kirby - University of Middlesex, London, UK
Anna Watson - University of Middlesex, London, UK

20. Organizational Commitment, Job Satisfaction, Training, the Economy and other Important Factors in the Success of Managing a Franchise Operation in Russia: A Research Agenda for the Future

Skip Swerdlow - University of Nevada
Wesley S. Roehl - University of Nevada
Dianne H.B. Welsh - Eastern Washington University at Cheney

21. Franchising Opportunities and Impediments in Russia

Ilan Alon - State University of New York at Oneonta Mark Toncar - Lycoming College