

**1995 International Society of Franchising
9th Annual Conference
The International Challenge...Towards New Franchising Relationships
El Conquistador Resort & Country Club
Las Croabas, San Juan, Puerto Rico
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Program Chair and Proceedings Editor
Dianne H.B. Welsh
Eastern Washington University**

1. For "Auld Lang Syne," Franchise vs. Non-Franchise Restaurant Attrition: Summary Statistics from Year-Five of a Yellow Pages Longitudinal Analysis: A Research Note

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

2. Policies and Predispositions of Franchise Food Service Operators Toward the Use of Genetically Altered Foods

Ali A. Poorani, University of Delaware
Robert R. Nelson, University of Delaware

3. An Empirical Examination of the Strategic Issue Interpretations and Responses of Franchise and Non-Franchise Firms

Scott D. Julian, Southern University
Robert T. Justis, Louisiana State University
J. Kay Keels, Louisiana State University
Peng S. Chan, California State University-Fullerton

4. Are Franchisees Actually Entrepreneurs? Some Exploratory Survey Findings

Wilke English, University of Mary Hardin-Baylor
Frank Hoy, University of Texas-El Paso

5. A European Perspective on the Success of the Franchise Relationship

John Stanworth, University of Westminster

6. An Exploration of Franchise Advisory Councils: Expectations and Relationships

Colin F. McCosker, University of Southern Queensland
Lorelle Frazer, University of Southern Queensland
Dominic Pensiero, University of Southern Queensland

7. A Comparison Between African-American Franchise and Non-Franchise Entrepreneurs in Terms of Enhancement and Support Strategies

Charles J. Murphy, Howard University

8. Women in Franchising: Some Preliminary Estimates

Rajiv P. Dant, Boston University
Candida G. Brush, Boston University
Francisco P. Iniesta, Boston University

9. Franchising in Brazil

Allen Josias, University of Mississippi
Faye S. McIntyre, University of Mississippi

10. Franchising in India: An Introduction

Audhesh K. Paswan, University of South Dakota
Rajiv P. Dant, Boston University

11. Franchising in Indonesia

Peng S. Chan, California State University-Fullerton
Robert T. Justis, Louisiana State University

12. Retail Franchising in Denmark - Strategic Overview

Nitin Sanghavi, Manchester Business School

13. Total Quality Management: The Deming-Franchising Connection

Steven A. Schulz, Fort Hays State University
Robert J. Masters, Fort Hays State University

14. Internal Environment, Organizational Form, and Their Impact on Financial Performance of Hotel Chains

Yang H. Huo, Roosevelt University

15. Organizational Effectiveness and Communicator Style in First-Stage Franchises

Robert L. Perry, University of Maryland

16. Sequential or Global Site Selection: A Simulation and Comparison

Patrick J. Kaufmann, Georgia State University
Naveen Donthu, Georgia State University
Charles Brooks, Georgia State University

17. Within Market Price Dispersion in Franchised Chains

Francine Lafontaine, University of Michigan

18. Scale Economies, Experience, and Demand Potential in the Valuation and Performance of a Franchise

Robert D. Winsor, Loyola Marymount University
Chris Manolis, Loyola Marymount University

19. Ownership Structure in Franchising: The Effects of Transaction Costs, Production Costs, and Strategic Considerations

Shirish P. Dant, St. Louis University

20. Comparison of Business Discontinuations in States With and Without Franchise Termination Laws

Darrell Williams, University of California-Los Angeles