

**2000 International Society of Franchising  
14th Annual Conference  
*Franchising: Quo Vadimus*  
San Diego, California  
February 19 - February 20, 2000**

**Program Chair and Proceedings Editor  
Audhesh K. Paswan  
University of North Texas**

**1. International Franchising: Evidence from US and Canadian Franchisors in Mexico**

Francine Lafontaine, University of Michigan Bus. School  
Joanne Oxley, University of Michigan Bus. School

**2. Evaluating Foreign-Market Environments for International Franchising Expansion**

Ilan Alon, State University of New York at Oneonta

**3. The Current State and Volume of Finnish Franchising: A Compilation of a National Database of Business Format Franchising**

Mika Tuunanen, University of Jyväskylä, Finland  
Antti Karjaluoto, University of Jyväskylä, Finland

**4. Patterns of Women as Entrepreneurs and Franchisees**

Rajiv P. Dant, Boston University  
Patrick J. Kaufmann, Boston University  
Candida G. Brush, Boston University

**5. Quest for Quality Franchisees: An Exploration of Franchise Practices**

Colin McCosker, University of Southern Queensland, Australia

**6. How France's Potential Franchisees Reach Their Decisions: A Comparison with Franchiser's Perceptions**

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Nathalie Dubost, IAE d'Orleans, France  
Claire Gauzente, University of Angers, France  
Michel Kalika, University of Paris-Dauphine, France

**7. The International Society of Franchising Proceedings: A Thirteen Year Review**

Joyce A. Young, Indiana State University  
Faye S. McIntyre, State University of West Georgia  
Robert D. Green, Indiana State University

**8. Can a Franchise Chain Coordinate?**

Steven C. Michael, University of Illinois

**9. The Franchisee Lifecycle Concept: A New Paradigm in Managing the Franchisee/Franchisor Relationship**

Andre Schreuder, University of Pretoria & Consulta Research, South Africa

Lizanne Krige, Consulta Research, South Africa  
Eric Parker, Deloitte & Touche Franchising Division, South Africa

**10. The End of Franchising as We Know It?**

Robert M. Kok, Johnson & Wales University

**11. Mandatory Codes of Conduct as a New Regulatory Paradigm: The Australian Experience**

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**12. The Franchisee Systems Audit**

Eric Parker, Deloitte & Touche Franchising Division, South Africa  
Nic Louw, Franchise Association of South Africa  
Annie Baptiste, Deloitte & Touche Franchising Division, South Africa  
Allan Brown, Deloitte & Touche Franchising Division, South Africa  
Anita du Toit, Deloitte & Touche Franchising Division, South Africa  
Elsje van Schalkwyk, Deloitte & Touche Franchising Division, South Africa

**13. The Encroachment Handbook: Developing a Successful Solution**

William S. Vincent, Kennesaw State University

**14. Franchise Failure: New Research and Perspectives**

Stevan R. Holmberg, American University  
Kathryn Boe Morgan, Brigham Young University and IFA Educational Foundation

**15. Unraveling the Evidence on Franchise System Survivability**

John Stanworth, University of Westminster, UK  
David Purdy, University of Westminster, UK  
Wilke English, University of Mary Hardin-Baylor  
Jo Willems, University of Texas at El Paso

**16. Franchise Terminations: A Study of the Australian Experience**

Andrew Terry, University of New South Wales, Australia  
Lorelle Frazer, Griffith University, Australia

**17. Year 10 of the El Paso Restaurant Attrition Study, "News Flash: Tenure Does Correlate with Investment!"**

Wilke English, University of Mary Hardin-Baylor  
Jo Willems, University of Texas at El Paso  
John Stanworth, University of Westminster, UK  
David Purdy, University of Westminster, UK

**18. Is the Know-how Transmission from Franchise Real and Assemble?**

Rene Freyburger, L.I.O. University of Mulhouse, France  
Phillippe Kuter, L.I.O. University of Mulhouse, France

**19. Franchising Knowledge Repository: A Structure for Learning Organizations**

Y.S. Chen, Louisiana State University  
Robert T. Justis, Louisiana State University  
P. Pete Chong, Gonzaga University

**20. Strategic and Contextual Influences on Firm Growth: An Empirical Study of Franchisors**

Gary J. Castrogiovanni, University of Tulsa  
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**21. Plural Forms in Store and Service Chains: An Exploratory Study in France**

Gerard Cliquet, Universite de Rennes, France

**22. Single-Unit vs. Multi-Unit Franchising: History, Typology and the Franchisee Perspective**

Marko Gruhagen, Clemson University  
Robert A. Mittelstaedt, University of Nebraska-Lincoln

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Wesley S. Roehl, University of Nevada  
Skip Swerdlow, University of Nevada

**24. Franchisee Satisfaction: A Measurement Approach**

Frank H. Wadsworth, Indiana University Southeast  
Douglas C. Haines, Indiana University Southeast

**25. Limitations of Existing Theories: A Need for a General Theory of Franchise Relationships**

Sanjay S. Mehta, Sam Houston University  
Lou E. Pelton, University of North Texas

**26. New Trends in Slovenian Franchising**

Igor Pavlin, International Center for Promotion of Enterprise, Slovenia