

**2001 International Society of Franchising  
15th Annual Conference  
*International Diversity in Franchising: Towards a Global Understanding*  
Las Vegas, Nevada  
February 24 - February 25, 2001**

Lorelle Frazer  
Griffith University  
School of Marketing

**1. Communication Satisfaction Among Employees in Franchised Lodging Chains: A Preliminary View of New Research**

Skip Swerdlow, University of Nevada, Las Vegas  
Wesley S. Roehl, Temple University

**2. Overall Franchisee Satisfaction: A Predictive Model**

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

**3. An Ounce of Prevention is Worth a Pound of Cure: Findings from National Franchisee (dis-) Satisfaction Study in Finland**

Mika Tuunanen, University of Jyväskylä, Finland

**4. International Franchising in China: An Interview with Kodak**

Ilan Alon, State University of New York at Brockport

**5. International Franchising in Emerging Markets**

Dianne H.B. Welsh, John Carroll University  
Ilan Alon, State University of New York at Brockport

**6. Developments in Franchising Present New Challenges**

Jan C. Bezemer, Franchise Magazine, The Netherlands

**7. Do Franchise Systems Advertise Too Much? U.S. Restaurant Expenditures and Performance 1988-1998**

Robert E. Stassen, University of Arkansas  
Robert A. Mittelstaedt, University of Nebraska

**8. Application Service Providers (ASP) in Franchising: Opportunities and Issues**

Ye-Sho Chen, Louisiana State University  
Chris Ford, Public Systems Associates, Inc.  
Robert Justis, Louisiana State University  
Pete Chong, Gonzaga University

**9. The e-Business Challenge to Franchising**

Andrew Terry, University of New South Wales, Australia

**10. Modeling Franchise Network Organization**

Audesh K. Paswan, University of North Texas

Jerome Loustau, University of North Texas  
Joyce A. Young, Indiana State University

**11. The Franchising Industry's Use of Internet Technology**

Sanjay S. Mehta, Sam Houston State University  
Wendelynn T. Stewart, Sam Houston State University  
Douglas M. Kline, Sam Houston State University  
Balasundram Maniam, Sam Houston State University

**12. The Effect of Regulation: An Analysis of the Australian Franchising Code of Conduct**

Lorelle Frazer, Griffith University, Australia  
Jolene Lim, Kienbaum Pte. Ltd., Singapore

**13. Network Expansion Conflict**

William S. Vincent, Kennesaw State University  
John E. Hellriegel, Heel-Quik, Inc.  
Lewis G. Rudnick, Esq; Piper, Marbury, Rudnick & Wolfe

**14. Allocation of Decision and Ownership Rights in Franchising: Empirical Findings in the Austrian Franchise Sector**

Josef Windsperger, University of Vienna

**15. Franchising as a Source of Technology Transfer to Developing Economies**

John Stanworth, University of Westminster, UK  
Stuart Price, University of Westminster, UK  
David Purdy, University of Westminster, UK

**16. The Emerging Patterns of Franchising in India**

Rajiv P. Dant, Boston University  
Patrick J. Kaufmann, Boston University

**17. Public Opinion About Franchising in an Emerging Market: An Exploratory Investigation Involving Indian Consumers**

Audhesh K. Paswan, University of North Texas  
Joyce A. Young, Indiana State University  
S. Prasad Kantamneni, Emporia State University

**18. The Effect of Macroeconomic Conditions on U.S. Franchisor Entry and Survival**

Francine Lafontaine, University of Michigan Business School

**19. Retail Franchise Failure: Strategic Management Perspective and Longitudinal Analysis**

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

**20. The Dynamics of Contract Mixing in Franchising**

Begoña López, University of Oviedo, Spain  
Begoña González-Busto, University of Oviedo, Spain

**21. Size, Growth Rate and Risk Sharing as the Determinants of Propensity to Franchise in the Chain Restaurants**

Yae Sock Roh, Central Michigan University

**22. Service Chain Organizational Forms and a Preliminary Approach by the Population Ecology Model**

Gérard Cliquet, Université de Rennes 1, France

Rozenn Perrigot, Université de Rennes 1, France