

International Society of Franchising

ISOF Papers

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**Program Chair and Proceedings Editor:
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Publication:
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Nova Southeastern University

1. An Evaluation of Franchising Trends and Their Implications for the Retailing Industry

Raymond A. Marquardt, University of Wyoming
Gene W. Murdock, University of Wyoming

2. The Franchising Economy

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Lew Taylor, University of Miami
Warren Nielsen, Brigham Young University

3. Changing Antitrust Policy and Franchise Agreements

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4. Legal Issues In Dual Distribution Systems

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Debra L. Scammon, University of Utah

5. The Coexistence of Franchising and Entrepreneurship: A Look at Franchisee Characteristics

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6. The Franchise Contract From An Economic-Agency Perspective

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Steven Mann, University of Nebraska-Lincoln

7. Franchising, by any other name, is Wholesaling!

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8. Training and Development In the Franchisor-Franchisee Relationship

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Joseph C. Latona, University of Akron
Ray W. Coye, DePaul University

9. A Methodology For Assessing Franchisee Expectations and Perceptions of Franchisor Role Performance

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M. Christine Lewis, Wayne State University

10. Behavioral Relations In Marketing Channels: A Review of Cross-Channel Comparisons

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Jean L. Johnson, University of Nebraska-Lincoln
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Sejo Oh, University of Cincinnati
Rosemary Lagace, University of Cincinnati

12. Applicability of Federal and State Securities Laws to Offers and Sales of Franchises

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14. Financing Growth: Franchise Compared to Corporate

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K. H. Padmanabhan, University of Michigan-Dearborn

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Cheryl R. Babcock, CFE, University of Nebraska-Lincoln

17. Another Look at Recognition of Initial Franchise Fees

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Tammie Dunkel, Northern Illinois University

18. Should Franchisor and Franchisee Elect Identical Accounting Conventions?

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19. International Franchising, Excess Market Value, and Advertising Intensity

Esmeralda O. Lyn, Hofstra University

20. Franchise Systems: The Internal Dynamics of Sales Growth and Dual Distribution

Michael J. O'Hara, University of Nebraska-Omaha

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Robert D. Goddard III, Appalachian State University

John A. Walker, Appalachian State University

22. The Newest Franchise: An Overview of Bank and Savings & Loan Franchise Systems

William J. Carner, Carner and Associates, Ltd.

23. Implications of Dichotomy Premise for Understanding Conflict and Cooperation in Franchise Systems

Rajiv P. Dant, Appalachian State University

24. The Parallel Growth of Services and Franchising

James Cross, Arizona State University

Bruce J Walker, Arizona State University

Tim Christiansen, Texas A & M University