

International Society of Franchising

ISOF Papers

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Franchising Challenges and Opportunities in the 1990s and Beyond

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Publication:

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1. The Relative Importance of Certain Advantages in Becoming A Franchisee: An Empirical Study

Alden Peterson, Appalachian State University

Rajiv Dant, University of Mississippi

Robert McMahon, Appalachian State University

Varinder Sharma, Appalachian State University

2. Urban and Non-Urban Differences in Franchisee Perceptions and Behavior

Cecilia M. Falbe, State University of New York-Albany

Thomas C. Dandridge, State University of New York-Albany

3. Costs and Benefits of Standardized Franchise Formats

Patrick J. Kaufmann, Harvard University

4. Franchising and Other Operating Arrangements in the Lodging Industry: A Strategic Comparison

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5. Franchise Evolution: A New Look at the Debate

K. H. Padmanabhan, University of Michigan-Dearborn

6. Fast-Food, Franchise Chains: A Revolution in Nevada Hotel/Casino Food Marketing A 1989 Update and Prognosis

Skip Swerdlow, University of Nevada-Las Vegas

7. A Progress Report on the Scope Of International Expansion By U.S. Franchise Systems

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James Cross, University of Minnesota

8. The Franchisor/Franchisee Relationship

Robert T. Justis, Louisiana State University
Janice L. Haynes, Louisiana State University
Richard J. Judd, Sangmon State University

9. The Impact of Information Flows Between Franchisee and Franchisor on Franchisee Performance: A Conceptualization and Early Findings

Sherman A. Timmins, University of Toledo

10. The Impact of Franchisor Power Sources and Use on Distributor Satisfaction in the Brewing Industry

Robert A. Robicheaux, University of Alabama
Lynne Davis, University of Alabama

11. "There Is No Such Thing As an Unsuccessful Attempt to Exercise Power When Power Is Present:" Interpretation, Criticism, and Resolution

John F. Gaski, University of Notre Dame

12. Legal Implications of International Franchising: The EEC Experience

William J. Keating, Dickinson School of Law

13. Legal Aspects of Forming and Managing an American Franchise or Commercial Enterprise in the Soviet Union

Barry Kellman, Cleveland State University

14. Conflict in Automobile Franchising:" Measurement and Contextual Insights

F. Robert Dwyer, University of Cincinnati
Brett Boyle, University of Cincinnati

15. Managing Conflict Franchised Distributive Systems

Gul T. Butaney, Bentley College

16. Parasimulation For Behavioral Research in Franchising

Rajiv P. Dant, University of Mississippi
Joyce A. Young, University of Mississippi

17. Limited Partnership Financing of Chain, Fast-Food, Franchise, Restaurant Operations: Competitive Advantage or Tax Law Casualty?

Skip Swerdlow, University of Nevada-Las Vegas

18. Pricing Strategies and Techniques Among Franchises

Wilke English, University of Texas at El Paso
Andrew Bruner, University of Texas at El Paso

19. Restrictions on Franchise Termination and Non-Renewal: Sampling the Statutes

Robert J. Nye, John Marshall Law School

**20. Damage Calculations For PMPA (Petroleum Marketing Practices Act) Violations:
Some Economic Considerations**

John M. Barron, Purdue University
Gerald J. Lynch, Purdue University