

International Society of Franchising

ISOF Papers

**1990 International Society of Franchising
4th Annual Conference**
Franchising: Evolution in the Midst of Change

**Scottsdale, Arizona
February 22 - February 24, 1990**

Program Chair and Proceedings Editor
Robert A. Robicheaux
University of Alabama

Publication:
Cheryl R. Babcock
International Institute for Franchise Education
Nova Southeastern University

1. Economic Sources of Conflict in Franchising Organizations

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

2. Franchisee Satisfaction: Its Relationship to the Contractual Agreement

Donna Mayo, University of Alabama
Robert Robicheaux, University of Alabama

3. Preparation and Perceptions of Australian Franchisees...and Their Afterthoughts

Colin R. McCosker, University of Southern Queensland
(AUSTRALIA)

4. Why Franchise Channels Are Different

Michael Swenson, Brigham Young University
Heikke Rinne, Brigham Young University
Michael Geurts, Brigham Young University

5. Franchising: A Review of Price Strategies

Robert Justis, Louisiana State University
Janeen E. Olson, Louisiana State University
Debra Scammon, University of Utah
Chun-Cheong Wan, Louisiana State University
Paul Busch, Louisiana State University

6. Good at Participating Outlets

Wilke D. English, University of Texas-El Paso
Robert Hodgdon, University of Texas-El Paso
Ivar Muus, University of Texas-El Paso

7. Menu Trends During Various Stages of the Fast Food Franchise Industry's Life Cycle: Impact of Environmental Factors

Haragopal Parsa, Virginia Tech University
Mahmood A. Kahn, Virginia Tech University

8. International Franchising in the Context of Competitive Strategy and the Theory of the Firm

Sandra M. Huszagh, University of Georgia
Faye McIntyre, University of South Dakota
Fredrick W. Huszagh, University of Georgia

9. Issues and Problems Encountered by Food Service Operators When Franchising Internationally: A Preliminary Survey of Corporate Decision Making

Skip Swerdlow, University of Nevada-Las Vegas
John S. Chasel, University of Nevada-Las Vegas

10. A Comparison of the Attributes of Franchising and the Challenges of International Expansion

Tim Christiansen, Arizona State University
Bruce J. Walker, Arizona State University

11. A Comparison of Various Methods of Franchise Expansion

Patrick J. Kaufmann, Harvard University

12. Does Franchising Hold a Future for the Rural Entrepreneur in the 1990s?

Raymond Marquart, University of Nebraska
Carol Meyer, University of Nebraska

13. A Breakthrough Model for New Franchise Products

Kent Foutz, Youngstown State University
George Benson, Youngstown State University

14. Franchising in the Service Sector: An Examination of the Fast Food Industry and Its Part-Time Workforce

Dianne H. B. Welsh, Eastern Washington University

15. Student Internship Programs in the Franchise Industry: Benefits to Students, Franchisees and Universities

Joseph Miller, Southeastern Louisiana University
Richard T. Wines, American Assembly of Collegiate Schools of Business
Jo Anne Hopper, University of Southwestern Louisiana
Lynn Stirling, Southeastern Louisiana University

16. Evaluating Franchise Salespeople: Customer Orientation

Gene Brown, University of Central Arkansas
Robert E. Widing II, Case Western Reserve University

17. Reciprocal Agency in Franchise Channels of Distribution

Anne L. Austin, University of Wisconsin-Parkside
Frank L. Winfrey, University of Wisconsin-Parkside

18. Governance Structures in a Franchised Channel of Distribution

James R. Brown, Virginia Polytechnic Institute and State University
Carolyn Y. Nicholson, Virginia Polytechnic Institute and State University

19. Expectancy Theory as a Framework for Analyzing Channel Relationships: Similarities and Differences Between Franchised and Independent Retailers

Elizabeth K. LaFleur, Nicholls State University
Danny R. Arnold, Mississippi State University
Michael T. Elliott, Mississippi State University

20. Measuring Interfirm Influence in Franchise Channels of Distribution

Brett Boyle, University of Cincinnati
F. Robert Dwyer, University of Cincinnati
Sejo Oh, Kangwon National University (KOREA)

21. Channel Leadership in a Franchise Relationship

Gail Hudson, Arkansas State University

22. Motivations for Entering Franchising and Franchisor Choice-Exploratory Insights into Similarities and Differences

Alden Peterson, Appalachian State University
Rajiv P. Dant, University of Mississippi

23. 1989 Survey of Interfirm Relations-Preliminary Findings

Louise C. Young, University of New South Wales (AUSTRALIA)
Ian F. Wilkinson, University of New South Wales (AUSTRALIA)