

# International Society of Franchising

## ISOF Papers

**1993 International Society of Franchising  
7th Annual Conference  
*Excellence '93: A Bridge to Success***

**San Francisco, California  
February 7 - February 8, 1993**

**Programming Chair and Proceedings Editor  
Rajiv P. Dant  
Boston University  
Phone: 617-353-4149  
Fax: 617-353-4098**

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

**1. The Franchise Relationship-Entrepreneurship or Dependence?**

John Stanworth, University of Westminster (UK)

**2. The Evolution and Characteristics of Franchising in the 1980s**

Francine Lafontaine, University of Michigan

**3. An Investigation of Franchisor Growth Rates by Industry**

James G. Combs, Louisiana State University Robert T. Justis, Louisiana State University  
Gary J. Castrogiovanni, Louisiana University Peng S. Chan, California State University-  
Fullerton

**4. Master Franchising and System Growth Rates**

Patrick J. Kaufmann, Georgia State University Sang Hyeon Kim, Georgia State University

**5. Franchise Vs. Non-Franchise Restaurant Attrition: Year-Three of a Yellow Pages  
Longitudinal Analysis**

Wilke English, University of Texas at El Paso Jo Willems, University of Texas at El Paso

**6. Strategy Implementation, Firm Performance and Satisfaction: An Exploratory  
Study of the Hospitality Industry**

H.G. Parsa, State University College at Buffalo Mahmud A. Khan, Virginia Polytechnic  
Institute & State University

**7. The Development and Assignment of Territories: Dual Distribution and Conflict  
within Maturing Franchise Systems**

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

**8. Advertising Fees in the Franchised Channel**

Kabir C. Sen, Lamar University

**9. The Effect of Product Liability Law on Optimal Service and Advertising Levels for Franchised Channels**

David E. Griffith, University of Oklahoma Fred W. Morgan, University of Oklahoma

**10. Too Close? Site Location and the Iowa Act**

Jo Willems, University of Texas at El Paso Wilke English, University of Texas at El Paso  
Gordon Storholm, St. John's University

**11. Entitlements to Goodwill in Franchising**

Des Giugni, University of New South Wales (AUSTRALIA)

**12. Building a Foundation for the Responsible Development of a Franchising Program**

Andrew J. Sherman, Silver, Freedman & Taff

**13. An Assessment to Determine How a Franchisees Thorough Understanding of the Disclosure Statement Would Affect Potential Legal Pitfalls in a Franchisor-Franchisee Relationship**

Scott Witzman, University of Nevada-Las Vegas

**14. Dispute Resolution in Franchising**

Andrew Terry, University of New South Wales (AUSTRALIA)

**15. The Influence of Psychological Climate on Conflict Resolution in Franchising Channels**

David Strutton, University of Southwestern Louisiana Lou E. Pelton, Augusta College

**16. Gaining Historical Perspectives on Franchising in Japan**

Faye S. McIntyre, University of Mississippi Richard M. Hargrove, University of Mississippi

**17. A Cross-Cultural Study of American and Russian Hotel Employees: A Preliminary Review and its implications for Franchisors**

Dianne H.B. Welsh, Eastern Washington University at Cheney Skip Swerdlow, University of Nevada-Las Vegas

**18. Retail Franchising in France and Germany-Strategic Overview**

Nitin Sanghavi, University of Manchester (UK)

**19. Pizza Hut in Moscow: Post-Coup System Development and Expansion**

Ronald L. Christy, Wichita State University Sandra M. Haftel, Wichita State University

**20. Cultural Dimensions: Effect on Franchising Governance Structure**

Audhesh K. Paswan, University of South Dakota

**21. An Application of Population Ecology to Franchised and Non-Franchised Establishments**

Bruce K. Pilling, Georgia State University Steve E. Henson, Georgia State University  
Boonghee Yoo, Georgia State University

**22. Managing Supplier/Manufacturer Relationships Through Backward Franchising**

Robert D. Winsor, Loyola Marymount University Shirish P. Dant, St. Louis University

**23. Contractual Dimensions and Transaction Specific Investments in Vertically Integrated Marketing Channel Systems**

James T. Simpson, University of Alabama at Huntsville Chris Paul, University of Alabama at Huntsville

**24. An Alternative Perspective on Control Structures in Franchised Distribution Systems**

Chris Manolis, University of Kentucky Robert Dahlstrom, University of Kentucky

**25. The Roles of Relational Norms and Bureaucratic Structuring Under the Different Types of Channel Systems in Korean Petroleum Industry**

Sejo Oh, Yonsei University (KOREA) Kyong Sei Sohn, Yonsei University (KOREA) Jinnyeo Jeong, Yonsei University (KOREA)

**26. Dimensionalizing the Quality of Franchise Relationships**

Rajiv P. Dant, Boston University Zhan G. Li, Boston University Lawrence H. Wortzel, Boston University