

International Society of Franchising

ISOF Papers

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Winning Strategies for Franchising: Current Research and Future Directions

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Publication:

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International Institute for Franchise Education

Nova Southeastern University

1. Agency Costs, Search Costs, Transactions Costs, Managerial Limits to Firm Growth and New Franchisor Survival 1984-1994

Scott Shane, Massachusetts Institute of Technology Chester Spell, Georgia Institute of Technology

2. Franchising Growth in the U.S. Market: Myth and Reality

Francine Lafontaine, University of Michigan Kathryn L. Shaw, Carnegie Mellon University

3. Franchising as a Growth Strategy in the U.S. Restaurant Industry

Kabir C. Sen, Lamar University

4. Franchise Growth and Failure in the U.S. and the U.K., A Troubled Dreamworld Revisited

John Stanworth, University of Westminster, London, England David Purdy, University of Westminster, London, England Stuart Price, KPMG, London, England

5. Franchising as a Tool for SME Development in Transitional Economies: The Case of Central European Countries

Nitin Sanghavi, The University of Manchester, London

6. Panel Discussion. Franchise Education Programs and Other Initiatives Premier FastTrac®; National Franchising Initiative of the Association of Small Business Development Centers; Fair Franchising Standards of the American Association of Franchisees...

Moderator: Cheryl R. Babcock, CFE, University of St. Thomas Panelists: Ann Dugan, University of Pittsburgh Stuart Monroe, Entrepreneurial Education Foundation Peter Stern,

NatWest Bank, London

7. Fast-Food Franchises and Supercenters: A Tale of Two Alliances and Beyond

Joyce Young, Indiana State University Audhesh K. Paswan, University of South Dakota
John M. Buch, Indiana State University Lori Ashby, Indiana State University

8. Franchisees Roaming Across the Field of Paradoxes

Matti Koiranen, University of Jyväskylä, Finland Kimmo Hyrsky, University of Jyväskylä,
Finland Mika Tuunanen, University of Jyväskylä, Finland

9. Franchising in the West Meets the East: A Discriminant Approach...

Skip Swerdlow, University of Nevada-Las Vegas W. Theodore Cummings, University of
Nevada-Las Vegas Dianne H.B. Welsh, Eastern Washington University Nicholai Bushmarin,
Tver State University, Russia

10. Having Your Cake and Eating it Too!

Wilke English, The University of Mary Hardin-Baylor Robert Justis, Louisiana State
University

11. To Own ... Or ... Not to Own?

Audhesh K. Paswan, University of South Dakota

12. The Characteristics of Multi-Unit Ownership in Franchising: Evidence from Fast-Food Restaurants in Texas

Artus Kalnins, University of Michigan Francine Lafontaine, University of Michigan

13. The International Distribution of Franchises by U.S. Franchisors

Dixie S. Zietlow, University of Michigan Jean-Francois Hennart, University of Illinois-
Chicago

14. Accounting Profit or Economic Profit: The Impact of Alternative Objectives on the Decision to Franchise

Patrick J. Kaufmann, Georgia State University Richard M. Gordon, University of Florida
James Owers, Georgia State University

15. Encroachment: An Analysis of the Situation-Past, Present and Future

William Slater Vincent, Kennesaw State College

16. Influence of Franchisee Selection Criteria on Franchisee Performance

Thani Jambulingham, University of Wisconsin John Nevin, University of Wisconsin

17. Panel Discussion. The Effects of Changes in the Global, Social, Political and Legal Environment on Franchise Performance: A European and North American Comparison

Co-moderators: Dianne H.B. Welsh, Eastern Washington University Cecilia M. Falbe,

University at Albany-SUNY Panelists: Philip Mark Abell, Field Fisher Waterhouse, London
Colin Foley, Gilchrist and Company, Glasgow Alex Konigsberg, Goodman Lapointe
Ferguson, Montreal

18. A Longitudinal Analysis of Transaction Costs in Franchised Distribution Channels

Robert Dahlstrom, University of Kentucky Arne Nygaard, Norwegian School of
Management

**19. Franchise Systems in Distant Markets: Control Techniques and Upward Flow of
Information**

Rajiv Dant, Boston University Nada Nasr, Boston University