

2002 International Society of Franchising Table of Contents

Franchise Systems at the Turning Point of Maturity

General Information:

- Welcome letter from International Society of Franchising Program Chair and Proceedings Editor, Joyce Young, Indiana State University
- Reviewers/Session Leaders

Table of Contents

- 2002 conference papers are located by author and title; behind corresponding tab (see below)

Agenda

- Times and locations of Society educational sessions and events

Participants

- Listing of International Society of Franchising members and affiliate members

1. Predicting the Winners of the Franchise 500

John E. Clarkin, University of South Carolina/University of Stirling, Scotland
Robert Hasbrouck, Ph.D., College of Charleston
Peter Rosa, Ph.D., University of Stirling, Scotland

2. An Analysis of Shareholder Return in Public Franchisor Companies

Stephen Spinelli, Jr., Babson College

3. Antecedents of Performance Effectiveness: A Comparison of Franchisor and Franchisee Perceptions

Faye S. McIntyre, State University of West Georgia
Faye W. Gilbert, University of Mississippi
Robert E. Hite, State University of West Georgia

4. A Preliminary Investigation of the Influence of Franchisees on Franchisor Financial Performance

Frank H. Wadsworth, CFE, Indiana University Southeast
Douglas C. Haines, CFE, University of Idaho

5. An Exploratory Study of Encroachment in Multi-Brand Franchise Organizations

Anita du Toit, Franchising Plus/University of Pretoria, South Africa

6. Predicting Multiple Unit Franchising: A Franchisor and Franchisee Perspective

Scott Weaven, Griffith University, Australia
Lorelle Frazer, Griffith University, Australia

7. American-Owned Direct Sales Franchises in the United Kingdom: A Self-Employment Grey Area

Stewart Brodie, University of Westminster, England
John Stanworth, University of Westminster, England
Thomas Wotruba, San Diego State University

8. Gaps in Franchisee and Franchisor Expectations

John Paynter, University of Auckland, New Zealand
Andrew Terry, University of New South Wales, Australia

- 9. Franchising New Zealand: Survey of Franchising Practices and Performance**
John Paynter, University of Auckland, New Zealand
Andrew Terry, University of New South Wales, Australia
Lorelle Frazer, Griffith University, Australia
- 10. A Comparative Analysis of Franchise Regulation in Asia**
Andrew Terry, University of New South Wales, Australia
- 11. The Dual Structure of Franchising Firms**
Josef Windsperger, University of Vienna, Austria
- 12. Dual Distribution and Royalty Rates in Franchised Chains: An Empirical Exploration Using French Data**
Thierry Pénard, Université de Rennes, France
Emmanuel Raynaud, INRA-SADAPT/Université de Paris I, France
Stéphane Saussier, Université de Nancy II/Université de Paris, France
- 13. The Role of Residual Claims and Self-Enforcement in Franchise Contracting**
Francine Lafontaine, University of Michigan Business School
Emmanuel Raynaud, INRA-SADAPT/Université de Paris I, France
- 14. Royalty Rates and Upfront Fees in Share Contracts: Evidence From Franchising**
James A. Brickley, University of Rochester
- 15. Retail Franchising as an International Growth Strategy: An Overview**
Nitin Sanghavi, Manchester Business School, England
- 16. Brand – Country of Origin Association and Image: Investigation in a Franchising Context**
Audhesh K. Paswan, Ph.D., University of North Texas
Dheeraj Sharma, University of North Texas
- 17. An Application of Survival Analysis to the French Hotel Networks**
Gérard Cliquet, Université de Rennes 1, France
Rozenn Perrigot, Université de Rennes 1, France
- 18. Comparing Franchised-Hotel Chains in France and the U.S.A.**
Rozenn Perrigot, Université de Rennes 1, France
Ilan Alon, State University of New York-Brockport
Gérard Cliquet, Université de Rennes 1, France
- 19. The Choice Between Management Contracts and Franchise Agreements in the Corporate Development of International Hotel Firms**
Irimi Dimou, University of Surrey, England
Dr. Jean Chen, University of Surrey, England
Prof. Simon Archer, University of Surrey, England
- 20. Perceptions of Fair Treatment in the Franchised Lodging Industry: How Management and the Work Environment Fare in the Bid for Employee Job Satisfaction**
Wesley S. Roehl, Ph.D., Temple University
Skip Swerdlow, Ph.D., University of Nevada, Las Vegas
- 21. Competition in Information Disclosure: The Case of Franchising**
Steven C. Michael, University of Illinois, Urbana-Champaign

- 22. Dispute Resolution: Towards Development of a Working Model**
William S. Vincent, Kennesaw State University
Robert Justis, Louisiana State University
- 23. Genetically Modified Foods in the Foodservice Industry: A Franchise and Multiunit Perspective**
Robert R. Nelson, Ph.D., University of Delaware
Ali A. Poorani, Ph.D., University of Delaware
Justin E. Crews, University of Delaware
- 24. Who Buys a Franchise? A Comparative Analysis of Franchisees and Independent Entrepreneurs in Poland**
Krzysztof Zieba, Technical University of Gdansk, Poland
- 25. Franchisees Can Be Made – Empirical Evidence And Insights From A Finnish Franchisee Training Program**
Mika Tuunanen, University of Jyväskylä, Finland
Jenni Torikka, , University of Jyväskylä, Finland
- 26. An Exploratory Investigation into Ethnic Minority-Owned Franchisees' Entrepreneurial Activities**
Dr. Dave Crick, University of Central England, England
- 27. Global Franchising in Emerging and Transitioning Economies**
Moderators: Ilan Alon, Ph.D., State University of New York-Brockport
 Dianne H.B. Welsh, Ph.D., John Carroll University
Panelists: Rajiv P. Dant, Clarkson University
 Cecilia Falbe, University of Albany - SUNY
 Mahmood A. Khan, Virginia Polytechnic Institute
 Hans Lang, German Franchise Institute, Germany
 Audhesh K. Paswan, University of North Texas
 Marcel Portman, International Franchise Association
 John Stanworth, University of Westminster, England
 Skip Swerdlow, University of Nevada, Las Vegas
- 28. E-Business Strategy in Franchising: A Customer-Service-Life-Cycle Approach**
Ye-Sho Chen, Louisiana State University
P. Pete Chong, University of Houston-Downtown
Robert Justis, Louisiana State University
- 29. The Effect of Electronic Communication Among Franchisees on Franchisee Compliance**
Michael H. Dickey, Florida State University