

37th Annual ISoF Conference, June 12-14, 2024
Babson College
(Boston, Massachusetts, USA)

Wednesday June 12th, 2024

Tentative Schedule

Franchising Industry and Practitioner Engagement

10:00-10:30am: Welcome from ISoF and Babson

10:30-11:30am: Social Impact and Franchising Panel

11:30-12:30pm: Legal and Regulatory Panel, Today's Landscape

12:30-1:30pm: Lunch

1:30-2:15pm: Academic Keynote, Dr. Patrick Kaufmann, Boston University

2:15-3:00pm: Franchising Industry Keynote, Matt Haller, IFA

3:00-4:00pm: Private Equity and Franchising Panel

**5:00-7:00pm: Opening Reception, Welcome President Stephen Spinelli, Jr.
Babson College**

Thursday June 13th, 2024

9:00am -10:30am: Session Chair – Audhesh Paswan, University of North Texas, (USA)

- Have Plain Language Laws Kept Up with the AI Revolution? The Case of Franchising
Uri Benoliel, College of Law & Business (Israel)
- The franchise marketing funds piggy bank! A comparison between Australian and Swedish law
Anders Fernlund, Stockholm University, Stockholm Centre for Commercial Law (Sweden)
Jenny Buchan, University of New South Wales (Australia)
- Franchise Noncompetes: Their Legal Effect, Practical Impact and Superior Alternatives
Robert Emerson, University of Florida (USA)

11:00-12:30pm: Session Chair - Renata Kosova, Imperial College London, (UK)

- How Do Firms Protect Competitively Sensitive Information? The Case of Franchising
Francine Lafontaine, University of Michigan (USA)
Lorenzo Luisetto, University of Michigan (USA)
Jj Prescott (USA)

- The role of the human in the loop: The case of franchisee agency costs in product assortment planning with predictive analytics
Jen Choi, University of Michigan (USA)
Ewelina Forker, University of Wisconsin (USA)
Isabella Grabner, WU Vienna (Austria)
Karen Sedatole, Emory University (USA)
- Managerial Overconfidence, Firm Performance, and the Mediating Role of Organizational Structure: Evidence from Franchising
Liwu Hsu, University of Alabama in Huntsville (USA)
Erik Markin, Mississippi State University (USA)
Jennifer Sexton, Mississippi State University (USA)

12:30pm-1:30pm: Lunch – On Premise

1:30pm-3:00pm: Session Chair - Manish Kacker, McMaster University (Canada)

- How do entrepreneurial tensions impact franchisee emotional exhaustion? A person-organization fit analysis
Anna Watson, Edinburgh Napier University (UK)
Christof Backhaus, Technische Universität Braunschweig (Germany)
Assâad El Akremi, University of Toulouse Capitole (France)
Karim Mignonac, University of Toulouse Capitole (France)
Rozen Perrigot, University of Rennes (France)
- Laurels or Thorns of Trust? How Embeddedness Moderates the Relationship between Exchange and Satisfaction in Franchising
Matthias Glaser, University of Salzburg (Austria)
Josef Windsperger, University of Vienna (Austria)
Evelien Croonen, University of Groningen (Netherlands)
- Does Gibrat's Law apply to chain organizations? The case of Franchising
Steve Michael, University of Wisconsin Milwaukee, (USA)
Antonio Porto, University of Wisconsin Milwaukee, (USA)

3:30pm-4:30pm: Session Chair - Anders Fernlund, Stockholm University (Sweden)

- Murky Practices and Unsustainable Performance Focused Control Mechanisms in the Australian Automotive Industry
Adiba Fattah, University Sunshine Coast (Australia)
Anthony Grace, University Sunshine Coast (Australia)
Lorelle Frazer, University Sunshine Coast (Australia)
Wayne Graham, University Sunshine Coast (Australia)
- Multi-Unit Franchising: Alternative Approaches to Protect Vulnerable Franchisees
Jason Parnell, Winston & Strawn LLP (USA)
Robert Emerson, University of Florida (USA)
- Speak for Yourself: Franchises, Advertising, and Speech
Robert Emerson, University of Florida (USA)

6pm-9pm: Dinner - Maggiano's Little Italy (4 Columbus Ave., Boston, Massachusetts, 02116-3910)

Friday June 14th, 2024

9:00am -10:30am: Research Session 5 – Session Chair, Evelien Croonen, University of Groningen (Netherlands)

- Capital Structure and the Franchise Decision: A Knightian View
Ariel Viale, Palm Beach Atlantic University (USA)
Christos Kelepouris, Palm Beach Atlantic University (USA)
- The art of growing with franchising: the case of Swedish franchising and financing for SMEs
Martin Ludvigsson-Wallette, Kristianstad University (Sweden)
- Franchising as a Bridge between Large and Small Businesses
Audhesh Paswan, University of North Texas (USA)
Linda McKeiver, University of North Texas (USA)
Cornelius Foote, University of North Texas (USA)
- Franchise Education Bootcamp: Initial Results of Evaluation
Denise Cumberland, University of Louisville (USA)
Gary Jones, U.S. Army (USA)

11:00-12:30pm: Research Session 6 – Session Chair - Martin Ludvigsson-Wallette, Kristianstad University (Sweden)

- ESG Orientation of Collaborative Franchising System
Sinan Erzurumlu, Babson College (USA)
Phil Kim, Babson College (USA)
- International Franchising, Drivers and Performance
Farhad Sadeh, Eastern Illinois University (USA)
David Boggs, Eastern Illinois University (USA)
- Knowledge Management and Generative AI in franchising networks
Agustin Palao Mendizabal, University of North Texas (USA)
Pamela Scott-Bracey, University of North Texas (USA)
- Why Entrepreneurs Become Franchisees? The Role of Personal and Institutional Traits
Manuel González-Díaz, University of Oviedo (Spain)
Vanessa Solís-Rodríguez, University of Oviedo (Spain)
Susana López-Bayón, University of Oviedo (Spain)

12:30pm-1:30pm: Lunch – On Premise

1:45pm-2:30pm: Research Session 7 – Session Chair, Farhad Sadeh, Eastern Illinois University (USA)

- Shareholder Returns to International Market Entry by U.S. Franchisors
Anna Sadovnikova, Monmouth University (USA)
Saurabh Mishra, George Mason University (USA)
Manish Kacker, McMaster University (Canada)
- The role of franchisee-ambassadors in franchise chain development
Corentin Le Bot, University of Rennes (France)
Rozen Perrigot, University of Rennes (France)
Anna Watson, Edinburgh Napier University (UK)

2:45pm-4:00pm: Conference Awards, Conference Closure & Business Meeting

7pm-10pm: Dinner Cruise