



39th Annual Conference of the International Society of Franchising (ISoF)

June 11–13, 2026

Frank J. Guarini School of Business, John Cabot University – Rome, Italy

Hosted by:

**Frank J. Guarini School of Business
John Cabot University, Rome**

Conference Co-Chairs:

- Dr. Maria Jell-Ojobor, John Cabot University, Rome
- Dr. Aved Raha, University of Vienna, Austria

About the Conference

The International Society of Franchising (ISoF) is pleased to invite scholars and practitioners to its 39th Annual Conference, hosted by the Frank J. Guarini School of Business at John Cabot University in **Rome, Italy, June 11–13, 2026.**

ISoF has served as the premier global forum for franchising research, bringing together academics and industry leaders to advance knowledge on franchising and related organizational forms. The 2026 conference will take place in the heart of Trastevere, one of Rome's most historic and vibrant neighborhoods. The John Cabot University campus, with its dynamic community, provides an inspiring setting for rigorous academic exchange and rich cultural experiences.

Call for Papers

We welcome submissions from scholars across management, marketing, economics, entrepreneurship, law, strategy, and related disciplines, as well as contributions bridging academic and practitioner perspectives.

While all franchising-related topics are welcome, we encourage submissions related to the following emerging and high-impact themes:

- Artificial Intelligence & Automation in Franchising
- Omnichannel Retail and Digital Transformation
- Franchisee–Franchisor Relationships and Governance
- Sustainability, ESG, and Social Impact in Franchise Systems
- Franchising in Emerging & Digital-First Markets
- Workforce, Diversity & Inclusion
- Franchise Resilience and Crisis Management

We welcome conceptual, empirical, and methodological contributions, including both qualitative and quantitative approaches.

Submission Formats

Submissions may take the following forms:

- **Full Research Papers** (max 9,000 words) – Eligible for Best Paper and Best Student Paper Awards
- **Teaching Cases** (max 9,000 words) – Real-world franchise-based cases
- **Extended Abstracts** (max 1,000 words) – For work-in-progress presentation

(references not included)

Submission and formatting guidelines:

To assure a blind review, authors must avoid revealing their identities in the body of the manuscript or in the reference section. Submission templates will be available on the ISO F web pages. Authors should format their manuscripts using Times New Roman, 12-point font, and double spacing.

Important Dates:

Submission Deadline: January 31, 2026

Notification of Acceptance: March 15, 2026

Final Submissions & Early Bird Registration Deadline: April 15, 2026

The submission portal will open on **15 October 2025**. Participants can submit their contributions via <https://easychair.org/conferences?conf=isof39>. All submissions will undergo the peer review.

Authors are invited to submit full-length articles from their research to the Special Issue on 'Governance of Inter-organizational Networks for Sustainability in the Digital Era' in the European Management Review. For more information, please refer to the official [call for papers](#)

Registration

- **Standard Registration (until April 15, 2026):** USD 475
- **Late Registration (after April 15, 2026):** USD 525

The conference fee includes:

- 2 breakfasts
 - 3 coffee breaks
 - 2 networking aperitivi during roundtables
 - 2 lunches at traditional Roman restaurants
 - Gala dinner on Friday evening
-

Extra Activities (Included in Registration)

In addition to the academic sessions, John Cabot University is pleased to offer all participants the following cultural and social activities:

- **Thursday, June 11:**
 - *Guided Tour of Villa Farnesina and Gianicolo Hill*
 - *Welcome Aperitivo & Dinner* at the Guarini Rooftop Terrace.
- **Saturday, June 13:** *Guided Tour of Bernini and Borromini Artwork*

All tours will be led by JCU Art History professors and offer a unique insight into Rome's artistic and cultural heritage.

Graduate Student Stipend

The **Rajiv P. Dant Graduate Student Stipend** will cover the registration fee for **PhD students** who submit and present a full paper at the main conference (*One stipend per paper.*)

Contact Us

For questions or further information, please contact:

Maria Jell-Ojobor
maria.jellojobor@johncabot.edu

Aveed Raha
aveed.raha@univie.ac.at

We look forward to welcoming you to Rome in June 2026 for a truly unforgettable conference experience!