



Call for Teaching Cases in Franchising

The Yum! Center for Global Franchise Excellence seeks franchise cases that can be used as instructional tools for growing and developing franchise businesses. The vision of the Center is to empower communities to create generational wealth through franchising. The Center will focus specifically on franchise education and research to provide entrepreneurial opportunities to under-represented populations. **Click this link for information about the Center:**
<https://business.louisville.edu/about/learning-at-cob/yumcgfe/>

Grants for Franchise Cases: Franchise teaching cases submitted by the deadline will be peer-reviewed. Author(s) will be notified if the case has been accepted and if revisions are needed. **The 10 best cases will be awarded \$500 by The Yum! Center for Global Franchise Excellence. The authors of these best cases will be invited to submit to a special issue of the *Small Business Institute Journal*. With author approval the cases may also be used in franchise course curriculum.**

Guidelines for Submission:

Your final case, including references, is limited to 3,500 words. Use APA 7th edition for all in-text citations and references. The case should include:

- Learning objectives (minimum of three)
- Introduction that outlines the franchise case scenario and defines any key concepts/terms
- Profile of the organization (pseudonym)
- Background on the topic/issue to be explored
- How the business/individual responded
- Issues and opportunities going forward
- Implications and Conclusion
- Discussion Questions/Learning Activities (at least three discussion questions and/or learning activities)
- Reference List and Author(s) Bios (50 words per author - not included in word count limit)

Important Dates:

- Submit cases by November 30, 2021, to denise.cumberland@louisville.edu
- Decisions will be supplied by January 30, 2022, with suggested edits/revisions (grants paid upon final revisions received and approved)
- Revisions needed by April 1, 2022

Potential Franchise Teaching Case Topics:

1. How a business transitions to a franchise concept
2. How a franchisor recruits franchisee talent
3. How a franchisor tests new products before launching
4. How a franchisee investigated different systems before signing on

Reach out to Dr. Denise Cumberland, Associate Professor, University of Louisville, with questions or ideas about a topic you wish to pursue @ denise.cumberland@louisville.edu.

Date: 8.20.21