



36TH ANNUAL ISOF CONFERENCE
JUNE 6-9, 2023

TO BE HELD AT UNIVERSITY OF RENNES, RENNES, FRANCE

Conference co-chairs:

Dr. Rozenn PERRIGOT
Graduate School of Management (IAE Rennes)
Center for Research in Economics and Management (CREM-CNRS)
University of Rennes
Rennes, France

Dr. Anna WATSON
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Edinburgh Napier University
Edinburgh, UK

We are delighted that the 36th Annual Conference of the International Society of Franchising will take place in the historic city of Rennes as a fully in-person event. The conference is an opportunity to bring together scholars from a range of disciplinary perspectives (for example, law, economics, management, marketing) to share research on issues that concern franchise brands, both commercial and social, to stimulate debate and develop new ideas. We look forward to welcoming you in June 2023 to the Graduate School of Management (IAE- Rennes) and the Center for Research in Economics and Management (CREM UMR CNRS 6211) of the University of Rennes located in Brittany, France.

The conference will include paper sessions, a practitioner panel, a PhD workshop as well as social events to facilitate networking. **Included in the programme this year is an excursion to the picturesque village of La Gacilly, home of leading French franchise brand Yves Rocher.** Here we will learn about the brand's history and development, and their approach to community engagement. Our trip will coincide with the 20th La Gacilly Photo Festival. This annual exhibition (for which Yves Rocher is one of the main sponsors) comprises approximately 20 open air galleries and provides an immersive photographic experience, where the photographers seek to explore our relationship with our world and our natural environment (<https://www.festivalphoto-lagacilly.com/en/la-gacilly-photo-festival>).

We welcome submissions to the conference in a number of different formats:

- **Research papers** – Manuscripts submitted should not exceed 9,000 words.
- **Teaching cases** – Cases submitted should not exceed 9,000 words.
- **Extended abstracts** – Extended abstracts of academic research for presentation at the conference should include title, key contributions to theory and practice, extended abstract (1,000 word-limit), table or figure (optional) and references (not included in the word count).
- **Doctoral workshop** – Doctoral students are welcome to submit a research paper to the conference, but in addition have the option to submit a short paper (3,000 words) for the workshop. The paper should provide the context and rationale for the study, aim and objectives and intended contribution, (proposed) methods and progress to date.

To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Templates for submissions will be available on the ISoF web pages, but please use Times New Roman, 12 point font, and double spacing.

Please email your submissions by the deadline (9th January 2023) to isof-2023@univ-rennes1.fr. Please indicate the submission category clearly in the subject title of your email.

Research papers and teaching cases will be considered for Best Paper Award and Best Teaching Case Award.

Registration fees

- USD 375 - on or before March 30, 2022.
- USD 425 - after March 30, 2022.

For PhD students - The Rajiv P. Dant Graduate Student Stipend covers the registration fees for doctoral students that submit and present a research paper at the conference, or at the Doctoral workshop. Only one doctoral student per paper will be awarded the stipend.

Important dates

- January 9, 2023: Deadline for submissions.
- February 27, 2023: Decisions on submissions.
- March 31, 2023: Deadline for submissions of the final version and conference early bird registration deadline.
- June 6-9, 2023: ISoF Conference.

We look forward to receiving your submissions and seeing you at the conference.

Rozenn Perrigot and Anna Watson
Conference Co-Chairs

