ISOF
INTERNATIONAL SOCIETY OF FRANCHISING

37ᵀᴴ ANNUAL CONFERENCE, JUNE 12-14, 2024
BABSON COLLEGE, BOSTON, USA

Conference co-chairs:

**Dr. Benjamin Lawrence, Georgia State
University, Robinson College of Business
Atlanta, USA**

**Dr. Vincent Onyemah, Babson College
Wellesley, USA**

The 37th Annual Conference of the International Society of Franchising will take place in the vibrant city of Boston. The conference is an opportunity to bring together scholars from a range of disciplinary perspectives 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 to the Tariq Farid Franchise Institute at Babson College part of the Arthur M. Blank School of Entrepreneurial Leadership.

The conference will start with a day of engagement with various constituents of the franchise community to help stimulate research ideas and collaboration. Please visit the [conference website](#) for more details.

We welcome submissions to the conference in a number of different formats. Research papers and teaching cases will be considered for Best Paper Award and Best Teaching Case Award.

- **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).

Please submit your papers by the deadline (February 15th) on our [conference website](#).

Registration fees
- USD 425 - on or before April 15th, 2024.
- USD 475 - after April 15th, 2024.

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
- February 15th, 2024: Deadline for submissions
- March 15th, 2024: Decisions on submissions
- April 15th, 2024: Deadline for final submissions and early bird registration deadline
- June 12-14, 2024: ISoF Conference