

40th Annual Conference of the International Society of Franchising (ISoF)

**Theme: Franchising and Networked Business Systems:
Scholarship, Practice, and Emerging Challenges**

June 3-5, 2027

University of Louisville - Louisville, KY

*Hosted by the Yum! Center for Global Franchise Excellence
University of Louisville, College of Business*



Call for Papers

We invite submissions that explore franchising and related business models (e.g., licensing, dealer networks, business-format replication, or cooperatives), including topics such as:

- Strategy, Growth, and Performance
- AI, Innovation, Technology, and Digitalization
- Governance, contracts, disclosure, compliance, monitoring, and incentives
- Workforce issues
- Operations and/or Supply Chain Management
- Global expansion, institutional environments, and cultural considerations
- Social impact, sustainability, and community effects
- Marketing and Branding
- Education and Pedagogy

Please submit all materials via the conference submission system. Full research papers, teaching cases, and doctoral student full papers will be considered for awards.

We welcome submissions in several formats, including:

Full Research Papers, which present original research that contributes to theory and/or practice related to franchising or other network-based business models. Manuscripts should not exceed 8,000 words (exclusive of references, figures, and tables) and must conform to APA 7th edition guidelines.

Teaching Cases, which provide classroom-ready learning materials relevant to franchising or related business contexts and include clear learning objectives and teaching notes. Submissions should not exceed 5,000 words.

Extended Abstracts, which include in-progress research, perspectives, conceptual insights, or practitioner-focused articles related to franchising or associated business contexts. Submissions are 1,000 words max exclusive of references.

Full submission details at:
<https://franchisesociety.com/2027-conference>

About the Conference

For 40 years, 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. We welcome scholars from a wide range of disciplines, including entrepreneurship, management, strategy, marketing, and law, to share research studies, conceptual papers, and literature reviews examining franchising, licensing, and other network-based business models. ISoF also welcomes participation from practitioners who bridge research and practice, offering teaching cases, applied research articles, or evidence-based insights.

Conference Team

- Dr. Kathy Gosser, Yum! Brands Associate Professor of Franchise Management Practice, and Director, Yum! Center for Global Franchise Excellence
- Dr. Denise Cumberland, Professor, University of Louisville
- Dr. Sergey Anokhin, Professor, University of Louisville
- Dr. Isabel Botero, Asst Profesor, University of Louisville
- Ms. Annie Nell Wadley, University of Louisville
- Ms. Sri Alapati, PhD Student, University of Louisville

Registration Fees and Dates

Conference Dates: June 3–5, 2027

January 10, 2027: Submission Deadline

February 22, 2027: Notification of Decisions

March 21, 2027: USD 475

Early Bird Conference Registration Deadline

After March 21, 2027: USD 525

The conference fee includes:

- 3 breakfasts
- 3 coffee breaks
- 3 lunches
- Gala dinner on Friday evening

Extra Activities

In addition to the academic sessions, and with the support of generous sponsors, the Yum! Center for Global Franchise Excellence is pleased to offer participants the following dining and social activities as part of the experience with no additional fee to attendees:

Thursday, June 3:

Dinner and Night at the Races at Churchill Downs



Friday, June 4:

Distillery Tour and Bourbon Tasting at Angel's Envy

Doctoral Student Support

Graduate Student Stipend: Rajiv P. Dant and the Yum! Center for Global Franchise Excellence. The stipend covers the conference registration fee.

Up to ten stipends for conference attendance may be awarded to doctoral student submissions who submit full papers.

Contact Us

For questions or further information, please contact:

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We look forward to welcoming you to Louisville to celebrate ISoF's 40th anniversary and sharing an exceptional, unforgettable conference experience.