

ISOF Conference 2026 Programme

International Society of Franchising
Hosted by John Cabot University
June 11-13, 2026 | Via della Lungara 233, Rome

Conference Co-Chairs

Maria Jell-Ojobor
John Cabot University

Aveed Raha
University of Vienna

Presentation format: Each paper is allocated **20 minutes in total: 10 minutes for presentation and 10 minutes for discussion**. Chairs are asked to manage timing strictly.

Programme logic: The programme includes 27 confirmed presentations, organized in a single-track format with no parallel sessions. Sessions 4, 6 & 8 contain four papers each; all other sessions contain 3 papers.

All paper sessions are taking place in the **Aula Magna, Guarini Campus, John Cabot University (Via della Lungara 233, Rome)**.

Please bring your **identity card** with you **for registration**.

Thursday, June 11, 2026

Time	Activity
16:30	Guided Tour by Laura Foster, Professor of Art History: "The Streets and Palaces of Renaissance Rome" (Start: Via della Lungara 233)
18:00	Welcome and Registration at Aula Magna, Guarini Campus
18:30	Aperitivo and Dinner at the Secchia Roof Top Terrace, Guarini Campus

Friday, June 12, 2026

Time	Activity
08:15–08:45	Registration & Breakfast (Guarini Campus; please bring your identity card with you)
08:45–09:45	Session 1: 3 papers
09:45–09:55	Coffee Break
09:55–10:55	Session 2: 3 papers
10:55–11:05	Coffee Break
11:05–12:05	Session 3: 3 papers
12:05–13:35	Lunch (external, location TBA)
13:35–14:55	Session 4: 4 papers
14:55–15:10	Coffee Break
15:10–16:10	Session 5: 3 papers

16:10–16:30	Coffee Break
16:30–18:00	Industry Roundtable (Aula Magna, Guarini Campus)
18:00–19:00	Networking Aperitivo at Secchia Roof Top Terrace (Guarini Campus)
19:30	Dinner at Ripa Grande (Lungotevere Ripa 3: www.ripagrande.it)

Saturday, June 13, 2026

Time	Activity
08:15–08:30	Breakfast: Coffee & Pastries (Guarini Campus)
08:30–09:50	Session 6: 4 papers
09:50–10:00	Coffee Break
10:00–11:00	Session 7: 3 papers
11:00–11:10	Coffee Break
11:10–12:30	Session 8: 4 papers
12:30–13:15	Aperitivo & Board Meeting at Secchia Roof Top Terrace (Guarini Campus)
13:15–13:30	Transition Time
13:30–15:30	Lunch (external, location TBA)
15:30	Guided Tour by Laura Foster, Professor of Art History: “Bernini and Borromini in Rome”

Detailed Paper Sessions

FRIDAY, June 12

Session 1: Franchise Ownership, Adoption, and Expansion

Friday, 08:45–09:45 | Chair: Marko Grünhagen

Time	Paper	Authors
08:45–09:05	Pathways to Franchise Ownership: Evaluating an Accelerator Program for Aspiring Business Owners	Denise Cumberland and Sharon Kerrick
09:05–09:25	Linking Entrepreneurial Orientation to Franchise Adoption: Evidence from an Emerging Market	Matheus Dermonde, Pedro Lucas Resende Melo and Lucas Santos Costa
09:25–09:45	Franchisee Satisfaction and Franchise System Expansion	Sergey Anokhin, Denise Cumberland, and Tiffany Martin

Session 2: AI, Digitalization and Franchise Knowledge Systems

Friday, 09:55–10:55 | Chair: Maria Jell-Ojobor

Time	Paper	Authors
09:55–10:15	AI and Franchise Disclosure Documents	Yanqing Wang, Benjamin Lawrence and Uri Benoliel
10:15–10:35	Exploring the Symbolic Representations of Artificial Intelligence in Franchise Networks	Nabil Ghantous, Damien Chaney, Sophie Jeanpert, Mélanie Roux, Maryline Schultz and Cristina Tsoni
10:35–10:55	AI in franchising knowledge management: the case of QSR and Retailing	Agustin Palao Mendizabal

Session 3: CSR, Sustainability, and Responsible Franchise Governance

Friday, 11:05-12:05 | Chair: Aved Raha

Time	Paper	Authors
11:05–11:25	CSR in franchising: The engagement of fast-food franchisees with their local community	Rozenn Perrigot, Anna Watson and Corentin Le Bot
11:25–11:45	The Power of Green Leadership and Passion in Driving Franchisee Performance	Jacques Boulay, Barbara Caemmerer, Dorothea Bowyer and Pierre Valette-Florence
11:45–12:05	Burnin' for You: Distributism, Catholic Social Teaching, and the “Embers” of a Property-Owning Society Through Franchising	Robert Emerson and Nicholas D'Amico

Session 4: Franchise Governance and Contract Design

Friday, 13:35-14:55 | Chair: Andrew Terry

Time	Paper	Authors
13:35–13:55	No-Poaching Clauses in Italian Franchise Agreements: Initial Findings	Antonio Eugenio
13:55–14:15	Franchising Governance Mechanisms in Multinational Enterprises	Martin Ludvigsson-Wallette
14:15–14:35	Strategic Franchise Governance under Uncertainty	Ilir Hajdini
14:35–14:55	Royalty Format as a Governance Mechanism in Franchising: Incentive Alignment, Risk Allocation, and Monitoring Costs	María Fernández Muiños and Ilir Hajdini

Session 5: International Franchising and Business Model Adaptation

Friday, 15:10-16:10 | Chair: Audhesh Paswan

Time	Paper	Authors
15:10–15:30	Event Franchising and International Expansion	Soyoung Boo and Hannah Affram
15:30–15:50	Adapting franchise systems business model: towards a multilevel model of agility	Magali Malherbe, Anne-Laure Le Nadant and Alexandra Burlaud
15:50–16:10	Structure follows Strategy in International Franchise Networks: The Moderating Role of Institutional and Cultural Uncertainty	Tamara Massold, Matthias Glaser, Maria Jell-Ojobor and Josef Windsperger

SATURDAY, June 13

Session 6: Trust, Relationships, and Compliance in Franchise Systems

Saturday, 08:30-09:50 | Chair: Denise Cumberland

Time	Paper	Authors
08:30–08:50	Once Bitten, Twice Shy? How Franchisor-Franchisee Interactions Shape Trust/Distrust Dynamics and Outcomes	Evelien Croonen and Katinka Bijlsma-Frankema
08:50–09:10	Leverage or Lock-In? How Trust (In)Congruence Shapes Franchisee Compliance	Evelien Croonen, Thijs Broekhuizen and Matthias Glaser
09:10–09:30	Diminishing Marginal Returns of Franchise Relationships Over Time: Why Do Franchisees Stay with Their Franchisors?	Marko Grünhagen and Manuel González Díaz
09:30–09:50	Quality Standardization: How Much Does Franchising Matter?	Antonio Carlos Jansch Porto and Steven C. Michael

Session 7: Disclosure, Rhetoric, and Market Outcomes

Saturday, 10:00-11:00 | Chair: Evelien Croonen

Time	Paper	Authors
10:00–10:20	Does place shape rhetoric? An Inquiry into the Association Between Ecosystem Configurations and Entrepreneurial Orientation Rhetoric in Brazilian Franchises	Matheus Dermonde, Bruno Fischer and Gustavo Salati
10:20–10:40	Franchising and AI - Creating Value	Audhesh Paswan and Cornelius Foote Jr
10:40–11:00	Designed to Be Read-or Not: Strategic Disclosure and Market Outcomes	Farhad Sadeh, Kamran Eshghi and Hadi Eslami

Session 8: Legal, Financial, and Methodological Perspectives on Franchising

Saturday, 11:10-12:30 | Chair: Nabil Ghantous

Time	Paper	Authors
11:10–11:30	Janitorial Franchising	Yanqing Wang, Benjamin Lawrence and Charlotte Alexander
11:30–11:50	Organizational Boundaries and Stock Price Crash Risk: Evidence from Franchising Intensity	Abe de Jong, Yu Gao and Halit Gonenc
11:50–12:10	Systemic Governance Failures as a Source of a Franchisor's Liability for a Franchisee's Regulatory Breach	Andrew Terry
12:10–12:30	A Systematic Literature Review on Franchising using BERTopic Modeling	Nina Gorovaia