

ISOF Conference 2026 Programme

International Society of Franchising

Hosted by John Cabot University | Rome

June 11-13, 2026 | Guarini Campus, John Cabot University, Rome

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.

Thursday, June 11, 2026

Time	Activity
16:30	Tour of Gianicolo and Trastevere
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
07:45-08:15	Registration & Welcome Coffee
08:15-09:15	Session 1: Franchise Ownership, Adoption, and Expansion
09:15-09:35	Coffee Break
09:35-10:35	Session 2: AI, Digitalization, and Franchise Knowledge Systems
10:35-10:55	Coffee Break
10:55-11:55	Session 3: CSR, Sustainability, and Responsible Franchise Governance
11:55-13:25	Lunch
13:25-14:45	Session 4: Franchise Governance and Contract Design
14:45-15:05	Coffee Break
15:05-16:05	Session 5: International Franchising and Business Model Adaptation

16:05-16:30	Transition Coffee & Networking
16:30-18:00	Industry Roundtable
18:00-19:00	Networking Aperitivo
19:30	Gala Dinner

Saturday, June 13, 2026

Time	Activity
07:45-08:15	Morning Coffee
08:15-09:35	Session 6: Trust, Relationships, and Compliance in Franchise Systems
09:35-09:55	Coffee Break
09:55-10:55	Session 7: Disclosure, Rhetoric, and Market Outcomes
10:55-11:15	Coffee Break
11:15-12:35	Session 8: Legal, Financial, and Methodological Perspectives on Franchising
12:35-13:20	Aperitivo & Board Meeting
13:20-15:20	Lunch
15:20	Guided Tour of Bernini-Borromini Artworks

Detailed Paper Sessions

FRIDAY, June 12

Session 1: Franchise Ownership, Adoption, and Expansion

Friday, 08:15-09:15 | Chair: Marko Grünhagen

Time	Paper	Authors
08:15-08:35	Pathways to Franchise Ownership: Evaluating an Accelerator Program for Aspiring Business Owners	Denise Cumberland and Sharon Kerrick
08:35-08:55	Linking Entrepreneurial Orientation to Franchise Adoption: Evidence from an Emerging Market	Matheus Dermonde, Pedro Lucas Resende Melo and Lucas Santos Costa
08:55-09:15	Franchisee Satisfaction and Franchise System Expansion	Sergey Anokhin, Denise Cumberland, and Tiffany Martin

Session 2: AI, Digitalization and Franchise Knowledge Systems

Friday, 09:35-10:35 | Chair: Maria Jell-Ojobor

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

Session 3: CSR, Sustainability, and Responsible Franchise Governance

Friday, 10:55-11:55 | Chair: Aved Raha

Time	Paper	Authors
10:55-11:15	CSR in franchising: The engagement of fast-food franchisees with their local community	Rozenn Perrigot, Anna Watson and Coentin Le Bot
11:15-11:35	The Power of Green Leadership and Passion in Driving Franchisee Performance	Jacques Boulay, Barbara Caemmerer, Dorothea Bowyer and Pierre Valette-Florence
11:35-11:55	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, 13:25-14:45 | Chair: Andrew Terry

Time	Paper	Authors
13:25-13:45	No-Poaching Clauses in Italian Franchise Agreements: Initial Findings	Antonio Eugelero
13:45-14:05	Franchising Governance Mechanisms in Multinational Enterprises	Martin Ludvigsson-Wallette
14:05-14:25	Strategic Franchise Governance under Uncertainty	Ilir Hajdini
14:25-14:45	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, 15:05-16:05 | Chair: Audhesh Paswan

Time	Paper	Authors
15:05-15:25	Event Franchising and International Expansion	Soyoung Boo and Hannah Affram
15:25-15:45	Adapting franchise systems business model: towards a multilevel model of agility	Magali Malherbe, Anne-Laure Le Nadant and Alexandra Burlaud
15:45-16:05	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, 08:15-09:35 | Chair: Denise Cumberland

Time	Paper	Authors
08:15-08:35	Once Bitten, Twice Shy? How Franchisor-Franchisee Interactions Shape Trust/Distrust Dynamics and Outcomes	Evelien Croonen and Katinka Bijlsma-Frankema
08:35-08:55	Leverage or Lock-In? How Trust (In)Congruence Shapes Franchisee Compliance	Evelien Croonen, Thijs Broekhuizen and Matthias Glaser
08:55-09:15	Diminishing Marginal Returns of Franchise Relationships Over Time: Why Do Franchisees Stay with Their Franchisors?	Marko Grünhagen and Manuel González Díaz
09:15-09:35	Quality Standardization: How Much Does Franchising Matter?	Antonio Carlos Jansch Porto and Steven C. Michael

Session 7: Disclosure, Rhetoric, and Market Outcomes

Saturday, 09:55-10:55 | Chair: Evelien Croonen

Time	Paper	Authors
09:55-10:15	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
10:15-10:35	Franchising and AI - Creating Value	Audhesh Paswan and Cornelius Foote Jr
10:35-10:55	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, 11:15-12:35 | Chair: Nabil Ghantous

Time	Paper	Authors
11:15-11:35	Janitorial Franchising	Yanqing Wang, Benjamin Lawrence and Charlotte Alexander
11:35-11:55	Organizational Boundaries and Stock Price Crash Risk: Evidence from Franchising Intensity	Abe de Jong, Yu Gao and Halit Gonenc
11:55-12:15	Systemic Governance Failures as a Source of a Franchisor's Liability for a Franchisee's Regulatory Breach	Andrew Terry
12:15-12:35	A Systematic Literature Review on Franchising using BERTopic Modeling	Nina Gorovaia