

Special Issue

Franchising: a small business and entrepreneurship perspective

Special issue call for papers from the ***Small Business Institute Journal***. <https://sbij.scholasticahq.com/>

Guest Editor

Denise M. Cumberland, PhD
University of Louisville

Scope: This special issue will include various articles to interest a broad audience.

Section: Perspectives from educators, students, or practitioners on franchising (1,000-3,000 words)

- Topical franchise issues are welcome

Section: Franchise teaching cases (2,000-5,000 words)

- Will serve as an instructional element for franchising courses

Section: Empirical and theoretical investigations within the franchising context (4,000-8,000 words)

- Basic research, action research, evaluation methodology, etc. are welcome

Process Schedule: Submissions will be reviewed following the timeline below.

- November 1, 2022: Submission deadline (*you may submit to both the SBIJ Conference and this special issue of SBIJ*)
- December 16, 2022: Notification to authors of acceptance decisions
- January 30, 2023: Revisions due
- Small Business Institute Journal Issue: 2023
- April 13-15: Optional presentation and meeting with the JSBS Editors at the Small Business Institute® Conference

Contacts and Notes

Contact Dr. Denise Cumberland @ denise.cumberland@louisville.edu to propose a topic for the special issue and obtain more specific guidelines for submission.

Guest Editor's Bio

Dr. Denise Cumberland is an Associate Professor at the University of Louisville. She has a joint appointment in the College of Business and the College of Education and Human Development. She serves as the Senior Researcher for the Yum! Center for Global Franchise Excellence. Her research interests include entrepreneurship, leadership, and training within global organizations, franchise firms, and the nonprofit sector. She has authored 11 book chapters and has over 35 journal articles in publications such as the *International Journal of Management Education*, *Journal of Developmental Entrepreneurship*, *Human Resource Development Quarterly*, *Small Business Institute Journal*, and *Leadership and Organization Development Journal*.