



# 39th Annual ISoF Conference June 11-13, 2026

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At

Frank J. Guarini School of Business  
John Cabot University Rome, Italy



JOHN CABOT  
UNIVERSITY  
*An American university in the heart of Rome*





*Frank J. Guarino*  
SCHOOL OF BUSINESS

### **An American university in the heart of Rome**

A unique environment for stimulating academic discussions on franchising, embedded in the Italian entrepreneurial landscape that has its roots in the ancient Roman Empire.



# ABOUT JOHN CABOT UNIVERSITY

John Cabot University (JCU), founded in 1972, is an independent, four-year liberal arts university offering undergraduate degrees, graduate degrees, and study abroad programs to English-speaking students from all over the world.

The University's three campuses are located in the heart of Rome and surrounded by the extraordinarily rich offerings of a city of culture, history, art, creativity, business, and international affairs.

JCU is accredited by the Middle States Commission on Higher Education (MSCHE). The **Frank J. Guarini School of Business** was founded in 2018 and has received accreditation from the Association to Advance Collegiate Schools of Business (AACSB).



# ISOF 2026 Conference Organization

- Organizing Chair and Co-Chair
  - Maria Jell-Ojobor, John Cabot University, Rome
  - Aved Raha, University of Vienna
- Publication Outlet
  - Special Issue (ABS 3) on Governance of Interorganizational Networks for Sustainability in the Digital Era
- Side events
  - Coordinated and hosted roundtable discussions with external industry experts, focusing on Digitalization, Sustainability, and enhancing Regional & Global Competitiveness



## DATES & VENUE

- **Date:** June 11–13, 2026 (Thursday–Saturday)
- **Location:** Guarini Campus, John Cabot University
- **Address:** Via della Lungara 233, Rome, Italy
- The event will take place at the Guarini Campus, one of John Cabot University's three campuses, nestled in the heart of Rome's historic **Trastevere** district. Known for its rich history and charm, Trastevere—derived from the Latin Trans Tiberem ("beyond the Tiber")—features narrow cobblestone streets, ancient buildings, and a lively evening atmosphere with bustling pubs and restaurants.
- The Guarini Campus provides an elegant and inspiring conference setting, offering a beautiful garden, two rooftop terraces, and the striking Aula Magna.







- **4:30 PM – Guided Tour of Villa Farnesina and Gianicolo**
- **Led by:** Professor in Art History, John Cabot University
- Participants will enjoy an exclusive guided visit to Villa Farnesina, one of the finest examples of Renaissance architecture in Rome. Located in Trastevere, the villa was built between 1506 and 1510 for Agostino Chigi, the wealthy Sienese banker to the Pope. A groundbreaking model of the suburban villa, it served as a luxurious retreat from urban life.
- This private tour will unveil areas of the villa typically closed to the public, offering a rare glimpse into its hidden corners and historical secrets. The Villa is especially renowned for its stunning frescoes by Raphael and other leading artists of the High Renaissance, many of which remain beautifully preserved in situ.
- The tour will conclude with a scenic walk through the Gianicolo hill, offering panoramic views of the Eternal City.

## SCHEDULE

Thursday,  
June 11 –  
SIGHTSEEING





# THE GIANICOLO

The **Gianicolo** is a hill on top of Trastevere and is one of the best locations in Rome for a scenic view of central Rome with its domes and bell towers.



## Thursday, June 11 – KICK-OFF

- **6:00 PM – Welcome Reception**  
Location: *Aula Magna*, Guarini Campus, Via della Lungara 233
- **6:30 PM – Aperitivo and Dinner**  
Location: *Secchia Roof Terrace*, Guarini Campus, Via della Lungara 233  
Following the welcome, guests are invited to enjoy an aperitivo and dinner hosted by JCU on the Secchia Roof Terrace. Overlooking the rooftops of Trastevere, this elegant setting offers the perfect opportunity to network and unwind as the sun sets over Rome.



# FRIDAY, June 12, 2026

*Activities will take place at the Guarini Campus, John Cabot University*

**Address:** Via della Lungara 233, Trastevere, Rome

<b>8:30 AM</b>	Breakfast
<b>9:00 AM</b>	Morning sessions
<b>10:30 AM</b>	Coffee break
<b>11:00 AM</b>	Morning sessions
<b>1 PM</b>	“Pizza, Pasta and Suppli” lunch at Trastevere
<b>3 PM</b>	Afternoon sessions
<b>6:00 PM</b>	Industry roundtable discussion
<b>7:00 PM</b>	Aperitivo at the Aula Magna
<b>8 PM</b>	Gala Dinner



# SATURDAY, June 13, 2026

**8:30 AM** Breakfast

**9:00 AM** Morning sessions

**10:30 AM** Coffee break

**11:00 AM** Industry roundtable discussion

**12 PM** Aperitivo at the Aula Magna

**1:00 PM Lunch in the Ancient Jewish Ghetto.**

Enjoy lunch in one of Rome's most historic and atmospheric neighborhoods. The Jewish Ghetto in Trastevere is a charming area of narrow streets offering glimpses of ancient Roman ruins, as well as medieval and Renaissance architecture. This setting provides a unique blend of history, culture, and authentic Roman cuisine.

**3:00 PM Guided Art Tour: Bernini & Borromini in Rome.**

**Led by:** Professor in Art History, John Cabot University  
Explore the artistic legacy of Baroque masters Gian Lorenzo Bernini and Francesco Borromini on a curated walking tour through Rome. This immersive experience highlights key architectural and sculptural landmarks that reveal the creative rivalry and genius of two of Italy's most influential artists.



# FEE STRUCTURE

The **conference fee** of 450 \$ includes:

- **2 Breakfasts** and **coffee breaks** during the conference
- **2 Aperitivi** during the roundtable events (Friday and Saturday)
- **2 Lunches** at authentic Roman restaurants (Friday and Saturday)
- **Gala Dinner** on Friday evening

## **Additional Events (Not Included in the Conference Fee)**

*These activities are hosted by John Cabot University at no additional cost to participants:*

- **Welcome Aperitivo and Dinner** on Thursday evening
- **Sightseeing Tours:**
  - Thursday – *Villa Farnesina & Gianicolo*, guided by Professor in Art History, JCU
  - Saturday – *Bernini & Borromini tour*, guided by Professor in Art History, JCU

# LOGISTICS – ACCOMMODATION

## Conference Hotels

- John Cabot University has secured **preferential rates** with the following hotels for participants attending the conference. All partner hotels are **within walking distance** of the university and the conference venue.
- We strongly recommend booking early, as availability is limited during the busy summer season in Rome.
  - **Hotel Ponte Sisto**
  - **UNA Hotels Trastevere**



# Booking Modalities – Hotel Ponte Sisto

- Hotel Ponte Sisto is offering conference participants discounted rates using the Promo Code: CABOT26.
- Validity: June 10–14, 2026 (allows guests to check in the day before and check out the day after the conference, based on their travel plans.)
- Booking Link: [Book Here – Hotel Ponte Sisto](#)

Upon clicking the link, a booking window will open with a default reservation for two guests (double room). You may adjust the number of guests (1 or 3) at the top of the page, and the rate will update accordingly.

## Room Block:

Hotel Ponte Sisto is holding **20 rooms for conference participants until February 28, 2026**. After this date, rooms will be released, and discounted rates will no longer be guaranteed.

## Important:

The Promo Code is only valid when booking via the official link above. It will not work on third-party platforms such as Booking.com or Expedia.

# Booking Modalities – UNA Hotels Trastevere

- UNA Hotels Trastevere is offering conference participants a 20% discount on their Best Available Rate using the Promo Code: ISOF2026.
- Participants are responsible for booking and paying independently. Please note the following important details:
  - Promo Code: **ISOF2026**
  - Validity: June 10–14, 2026 (allows flexibility for check-in the day before and check-out the day after the conference)
  - Booking Link: [UNA HOTELS Trastevere Roma - Reservations - Room Availability](#)

Click on “Special Codes or Rates” and enter the promo code ISOF2026 to apply the discount.

## Important:

- The Promo Code is valid only when booking through the official link above. It cannot be used on third-party platforms such as Booking.com, Expedia, or similar.
- **UNA Hotels is not holding rooms for the conference, so early booking is strongly advised.**



# Additional Recommended 3-Star Hotels

All within walking distance of the conference venue at John Cabot University (Guarini Campus, Via della Lungara 233, Trastevere)

## **Hotel Teatro Pace**

A charming hotel located near Piazza Navona, offering classic Roman atmosphere and easy access to JCU.

- Via del Teatro Pace 33, Navona, 00186 Rome
- Website: [Hotel Teatro Pace – Roma](#)

## **Hotel Villa della Fonte**

A cozy guest house in the heart of Trastevere, just minutes from the university and local attractions.

- Via della Fonte dell'Olio, 8, 00153 Rome (Trastevere)
- Website: [Villa della Fonte – Official Site](#)

## **Hotel Trastevere**

A well-located and comfortable option in the Trastevere neighborhood, close to restaurants and historic sites.

- Via Luciano Manara, 24-25, 00153 Rome (Trastevere)
- Website: [Hotel Trastevere – Official Site](#)

## Additional Recommended Hotels

All within walking distance of the conference venue at John Cabot University (Guarini Campus, Via della Lungara 233, Trastevere)

- [Double Tree by Hilton Rome Monti](#)
- [Horti 14](#)
- [Donna Camilla Savelli](#)
- [Hotel Ripa](#)

There are numerous hotels, apartments and *pensioni* in Rome. Here are some websites that offer a searchable database of Hotels and Bed & Breakfasts:

- [Hotel Finder](#)
- [Find Local Hotel](#)

# TRANSPORTATION

## GETTING TO TRASTEVERE FROM THE AIRPORTS

### Fiumicino Airport (Leonardo da Vinci International Airport)

Located approximately 28 km from central Rome, Fiumicino is Rome's main international airport. You can reach Trastevere by train or taxi:

- **By Train:**  
Regional trains from Fiumicino Airport to **Trastevere Station** depart every 15 minutes. The ride takes about 25–30 minutes.
- **By Taxi:**  
Taxis are available outside the arrivals terminal. There is a **fixed fare of €50** for trips to central Rome (within the Aurelian Walls), which includes Trastevere.

### Ciampino Airport

Ciampino, Rome's smaller airport, is located approximately 17 km from Trastevere. It is primarily served by low-cost airlines.

- **By Taxi:**  
A fixed fare of **approximately €75** applies for transfers to central Rome, including Trastevere.

## GETTING AROUND ROME

John Cabot University is located in **central Rome**, and many major attractions are easily reachable on foot from the Guarini Campus.

- **Public Transportation:**  
Rome has a comprehensive system of **buses, trams, and metro lines**. Tickets can be purchased at tobacco shops (*tabacchi*), metro stations, or via mobile apps.
- **Taxis:**  
Official taxis can be hailed at stands or ordered via apps like **FreeNow** or **itTaxi**.

## CAR RENTALS

- Major international and national car rental agencies—including **Hertz, Avis, Budget, Enterprise, and Dollar**—operate in Rome, with offices at both airports and in the city center. Rates vary depending on vehicle size and rental duration. Online reservations are recommended in advance.
- 🚗 **Note:** Driving and parking in central Rome can be challenging due to ZTL (limited traffic zones), narrow streets, and limited parking availability. Public transportation or walking is often more convenient.



A large, curved section of the Colosseum in Rome is shown on the left side of the image. The rest of the image is a wide, hazy landscape of Rome at sunset, with a warm orange and yellow glow. In the background, some trees and distant buildings are visible.

# SIGHT-SEEING

JCU has a dedicated Student Life Office on our campus, open daily. Conference participants may contact the office in advance or during the conference for information on tours and places to visit in Rome and throughout Italy.







## SUMMER ATTRACTION

The **Lungo il Tevere** festival, which takes place just a stone's throw from the JCU, is an annual tradition that lasts all summer long. From June until September, you will find an entire world along the banks of the Tiber River. This festival is an amazing combination of Rome's nightlife, foodie scene, and shopping.



**ISO 2026  
& ROME  
ARE WAITING FOR YOU !**