
38th Annual ISoF Conference, May 21-24, 2025
Frederick University Cyprus

Wednesday, May 21st, 2025

19:00-21:00: Welcome Reception with a jazz band at Tochni Tavern at the pool

Welcome from ISoF President Prof. Benjamin Lawrence, Georgia State University (USA)

Thursday, May 22th, 2025

8:00-9:00: Breakfast at Tochni Tavern

All the sessions take place at the Tochni Mill Conference Room

9:00-10:30: 1st session: Operations and Competition in Franchising. Session Chair: Josef Windsperger, University of Vienna (Austria)

- Superior Customer Service as a Competitive Strategy in Chains: Entrepreneurial Orientation and Market Dynamics
Antonio Carlos Jansch Porto, University of Wisconsin – Milwaukee (USA)
Steve Michael, University of Wisconsin – Milwaukee (USA)
- Uniform Pricing, Demand Shocks & Organizational Form: Evidence from the Hotel Industry
Silke Forbes, Tufts University (USA)
Renata Kosova, Imperial College (UK)
- 'Interest Domination' in Franchising
Marko Grunhagen, Eastern Illinois University (USA)
Nicholas Robinson, Eastern Illinois University (USA)

10:30-11:00: Coffee break

11:00-12:30: 2nd session: Tech, Analytics, and Decision Making. Session Chair: Benjamin Lawrence, Georgia State University (USA)

- Mapping the Intellectual Landscape of Franchise Research: A Topic Modeling of International Society of Franchising Papers
Nina Gorovaia, Frederick University (Cyprus)
Denis Zenios, Technical University Munich (Germany)

- Blockchain and Decision Rights in Franchise Networks: A Property Rights Approach
Josef Windsperger, University of Vienna (Austria)
Marijana Sreckovic, Technical University of Vienna (Austria)
- An Exploratory Study of Emerging Trends and Early Responses to AI in Franchising Networks
Nabil Ghantous, ISC Paris (France)
Damien Chaney, EM Normandie Business School (France)
Mélanie Roux, Toulouse Business School (France)
Maryline Schultz, Université de Bourgogne (France)
Christina Tsoni, SCBS school (France)

12:30-13:30: Lunch – Tochni Tavern

13:30-15:00: 3rd Session: Generative AI and Legal framework. Session Chair: Farhad Sadeh, Eastern Illinois University (USA)

- Generative AI in Franchising: Challenges and Opportunities
Ben Lawrence, Georgia State University (USA)
Yanqing Wang, Georgia State University (USA)
- Enhancing Law Through Artificial Intelligence: A Case Study of Disclosure Laws
Uri Benoliel, College of Law and Business (Israel)
- Simplifying Independent Contractor Classification. Using the Factors that Courts Actually Invoke in Franchise Cases
Robert Emerson, University of Florida (USA)
Bruce Louis Rich, California State University San Marcos (USA)

15:00-15:30: Coffee break

15:30-17:00: 4th Session: Social Franchising and Franchising in Good Faith, Session Chair: Nabil Ghantous, ISC Paris (France)

- The Challenge of Financing Social Franchises
Hachemi Aliouche, University of New Hampshire (USA)
- Franchising in Good Faith: The Nonrenewal Power, Good Cause and Goodwill
Robert Emerson, University of Florida (USA)
- Private Equity Investors as Active Owners in Franchising
Martin Ludvigsson-Wallette, Kristianstad University (Sweden)

Bus is leaving at 6 pm sharp from the parking lot behind the Tochni Tavern

18:00-22:00: Dinner at Captian's Table, Zygi Marina

Address: 48 Gr.Afxentiou, Zygi 7739, Cyprus

34.728197861250926, 33.33841383836025

Friday, May 23rd, 2025

8:00-9:00: Breakfast at Tochni Tavern

9:00-10:30: 5th Session: Next-gen Franchising and Entrepreneurship, Session Chair: Anna Watson, Edinburgh Napier University (UK)

- Franchising Reimagined: Exploring Generation Z's Entrepreneurial Aspirations and Perceptions
Marta Ziółkowska, SGH Warsaw School of Economics (Poland)
- Collaborative vs. Independent Entrepreneurship. Is Franchising the Answer to Unfavorable Entrepreneurial Conditions?
Manuel González-Díaz, University of Oviedo (Spain)
Susana López-Bayón, University of Oviedo (Spain)
Vanessa Solís-Rodríguez, University of Oviedo (Spain)
- Governance of Franchising Strategy with a Global Scope
Maria Jell-Ojoborm John Cabot University (Italy)

10:30-11:00: Coffee break

11:00-12:30: 6th Session: Social Dynamics, Session Chair: Marko Grünhagen, Eastern Illinois University, (USA)

- Beyond business ties: Exploring the antecedents and outcomes of friendship among franchisees
Eszter Gedeon, University of South Brittany (France)
Corentin Le Bot, University of Rennes, IGR-IAE (France)
Rozenn Perrigot, University of Rennes, IGR-IAE (France)
Anna Watson, Edinburgh Napier University (UK)
- Building Bridges in Franchise Networks: Understanding Foundations and Outcomes of Trust in Franchisee-Consultant Relationships
Evelien Croonen, University of Groningen (Netherlands)
Rozenn Perrigot, University of Rennes (France)
Eszter Gedeon, IUT de Vannes- TC Department (France)
Hamid Mazloomi, Rennes School of Business (France)
- Risk Management in Family Franchises: Analysis of the behaviour differences between founding and heir leaders
María Fernández-Muiños, University of León (Spain)
Luis Vázquez-Suárez, University of Salamanca (Spain)
Ilir Hajdini, American University of Sharjah (United Arab Emirates)

12:30-13:30: Lunch – Tochni Tavern

13:30-14:30: Board meeting (ISoF Board members only)

14:30-15:30: Business meeting, Conference Awards, Conference Closure

Bus is leaving at **17.00** sharp from the parking lot behind the Tochni Tavern

17:00-22:00 Walk in Lefkara village, Dinner in Vavatsinia village

One hour walk in the picturesque Lefkara village famous for the filigree silver jewelry and hand-made lacework.

Address: V894+262, Pano Lefkara 7700, Cyprus

34.86780064395759, 33.30639278270566

19:00: Dinner at Vavatsinia “Takis” tavern

Address: V6VH+8HH Church square, Vavatsinia 7712, Cyprus

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Saturday, May 24th, 2025

Bus is leaving at **9:00** sharp from the parking lot behind the Tochni Tavern

9:00-15:00: Excursion to Kolossi Castle, Kourion Archeological Site, and Omodos Village,

Lunch at Katoi Restaurant

Address: Linos str. 25 CY 4570, Omodos, Cyprus.

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