



International Society of Franchising  
International Institute for Franchise Education  
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**To:** International Society of Franchising  
(ISoF) Members/Prospective Participants  
**From:** Cheryl R. Babcock, ISOF Executive Director & Arrangements Chair  
**Date:** June 4, 2009

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Enclosed is the **Announcement and Call for Papers** for the 24<sup>th</sup> Annual International Society of Franchising Conference that will be held at the University of New South Wales, Sydney, Australia from 8-9 June 2010.

The 2010 conference is co-chaired by Jenny Buchan (University of New South Wales), Lorelle Frazer (Griffith University) and Liz Spencer (Bond University). Please use the conference email for general enquiries. Additional information will be forthcoming about accommodations, conference venue, travel, etc.

2010 ISoF Conference email: [isof2010@unsw.edu.au](mailto:isof2010@unsw.edu.au) or [babcockc@nsu.nova.edu](mailto:babcockc@nsu.nova.edu)

You will find additional information about the 2010 ISoF Conference at the ISoF web pages at:

<http://www.huizenga.nova.edu/ExecEd/ISOF/default.cfm>

and information specifically related to the 2010 ISoF conference at:

[www.franchise.edu.au](http://www.franchise.edu.au)

We will commence the 2010 ISoF Conference with a networking event on Monday evening, 7 June. We will provide further information on this event at a later date. The conference dinner will be held on Tuesday evening, 8 June. The conference sessions will conclude on Wednesday afternoon, 9 June.

I continue to serve as the executive director of the ISOF. If you have any questions regarding past proceedings, etc. please contact me by email at [babcockc@nsu.nova.edu](mailto:babcockc@nsu.nova.edu) or call me at +1 954-262-5071.

**Please fax your Response Form at your earliest convenience, but no later than 1 October 2009 to both Lorelle Frazer at +61 7 3382 1190 and Cheryl Babcock at +1 954-262-3188.**

In 2010 there will be several prizes awarded, including:

- ISoF Best Paper Award (sponsored by the *Journal of Marketing Channels*)
- ISoF Best Reviewer Award
- ISoF Best Student Paper

More details about the conference, including accommodation options, will be provided on the ISoF 2010 conference website(s).

# **24<sup>th</sup> Annual International Society of Franchising Conference**



**8 - 9 June, 2010  
University of New South Wales  
Sydney, Australia**



# CALL FOR PAPERS

## International Society of Franchising (ISoF) Announcement of 24<sup>th</sup> Annual Conference and Call for Papers

The 24<sup>th</sup> Annual International Society of Franchising Conference will be held at the University of New South Wales in Sydney, Australia, 8-9 June 2010. The purpose of the conference is to provide a forum for scholarly research that enhances the knowledge of franchising. The Society seeks to have the best in ongoing research presented at the conference. As such, the Society welcomes manuscripts ranging from research in early stages to those manuscripts that are currently under review at journals. Papers presented at past conferences have spanned a broad spectrum of approaches to franchising research. Research has ranged from the conceptual to the heavily empirical; from the purely theoretical to those with a practitioner emphasis. Conference attendees will be invited into membership of the Society for a one-year period.

The Society's Conference is a multi-disciplinary forum; therefore, papers are invited from all disciplines on any topic that is related to franchising. Particularly relevant disciplines include those listed here. Papers from other disciplines are also welcome.

Accounting	Finance	Logistics	Operations Management
Communications	Hospitality Management	Management	Organizational Behavior
Economics	International Business	Information Systems	Political Science
Entrepreneurship	Law	Marketing	Policy and Strategy

### Procedures for Submitting Papers

Authors should indicate their intention to present a paper or case by completing and returning the enclosed response form as soon as possible, but no later than 1 October 2009. Please fax a copy of the response form to Lorelle Frazer, 2010 ISoF Program Chair, **and** Cheryl R. Babcock, CFE, ISoF Executive Director and Arrangements Chair, to ensure that you receive further information about conference activities.

#### **Lorelle Frazer, Program Chair**

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Director, Asia-Pacific Centre  
for Franchising Excellence  
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#### **Cheryl Babcock, ISOF Executive Director**

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All papers presented at the conference will be distributed on a CD to registered attendees at the conference. Papers will appear on this CD in Adobe format (pdf files). All papers distributed to reviewers will be in Adobe format. Papers **must** be submitted in Microsoft Word along with the appropriate ISOF title page (example attached). They will be converted to Adobe format (pdf files) prior to being added to the CD. It is imperative that you meet all the final paper submissions to allow ample time to prepare and ship the CD to the conference.

**If your paper is accepted and we do not receive it by the final deadline, it will not appear in the proceedings.**

The title page of the distributed version for review will not bear the authors' names. All pages bearing the text of the paper should be double-spaced, left-justified and include page numbers. All pages, particularly those including figures, tables, and other exhibits should conform to an international A4 size.

Accepted papers **must** include a one-page executive summary, followed by **five keywords that describe the paper**. These keywords will allow visitors to the International Society of Franchising's Internet site (<http://www.huizenga.nova.edu/franchise>) to locate the titles of papers that match their interests. Please do not use the words 'Franchise', 'Franchising', or 'Franchised.'

At least one author of each accepted paper **must attend** the conference and present the paper. Historically, paper presentations are limited to 15 minutes. Session chairs are responsible for permitting adequate time for discussion.

## **Important Dates for 2009-2010**

1 October, 2009  
1 November, 2009  
1 December, 2009  
10 December, 2009  
15 January, 2010

1 March, 2010  
1 April, 2010  
1 May, 2010

Response Form faxed to **Lorelle and Cheryl**  
Paper **must be sent** to **Lorelle and Cheryl** by email  
Panel suggestions to **Lorelle and Cheryl**  
Reviews due to **Lorelle**  
Notification of acceptance and reviews back to authors with suggestions for revisions (**Lorelle**)  
**Final version of the paper due to both Lorelle and Cheryl**  
Conference agenda will be sent to attendees by **Cheryl**  
**Conference registration fee must be sent to Cheryl**

## Criteria for Papers

**Each paper should meet the following criteria:**

- 1) It recognizes and acknowledges the literature of its author's field. Collectively, we are the audience; we are not addressing ourselves to franchisors, franchisees, or public policy makers. Sharing an interest in the phenomenon of franchising, we are trying to learn from each other and, as non-specialists in the fields of most authors; we need the references to the literature of each author's discipline.
- 2) It is readable. Concepts that are unlikely to be familiar to those outside the author's discipline are thoroughly but concisely explained. Jargon is avoided, and when technical terms are used, they are adequately defined.
- 3) When the paper reports empirical research using published or other forms of "secondary data", the sources of those data are described, the adequacy of the data for the purposes of the research is evaluated and the author's statistical treatment is thoroughly described.
- 4) When the paper reports empirical research using data collected by its author(s), the methods by which they were collected and the author's statistical treatment of the data are thoroughly described.
- 5) When the paper draws policy implications from its analysis, it is neither an advocacy of, nor an apology for, any particular business practice or political position.

To implement these criteria, your manuscript will be read by at least one person from your discipline who will be asked to evaluate it in light of the existing literature of your field. "Readability" and, for papers reporting empirical research, "full disclosure" will be equally important issues. Our goal is to communicate with each other. We urge you to remember that the participants of this conference and the readers of its proceedings are interested in franchising but not knowledgeable of the conceptual frameworks or terminology of your discipline.

## Procedure for Accepted Panels

As in previous years we anticipate holding a panel discussion during the conference on either an industry focused or franchising education topic. If you have a suggestion for a panel, please provide details of the topic and possible participants to Lorelle Frazer and Cheryl Babcock by 1 December, 2009.

## Conference Arrangements

Anyone interested in franchising is invited to attend the ISOF conference. You need not present a paper to attend. However, if your paper is accepted, you are expected to attend the conference and present it. The conference fee of \$400.00 USD, or \$300.00 USD for graduate students, includes membership in the International Society of Franchising for one year; a listing in the ISOF membership directory and a copy of the current directory; a CD of the 2010 ISOF conference papers; morning coffee/tea, two lunches, and refreshment breaks. The conference dinner on 8 June and any other networking event(s) will be charged additional fees.

Please use the enclosed Society response form to indicate your intention to attend the conference.

For further details about the conference, including accommodations, please visit:

[www.franchise.edu.au](http://www.franchise.edu.au) or

<http://www.huizenga.nova.edu/ExecEd/ISOF/default.cfm>

Conference inquiries should be directed to:

Email: [isof2010@unsw.edu.au](mailto:isof2010@unsw.edu.au) or [babcockc@nsu.nova.edu](mailto:babcockc@nsu.nova.edu)