THE INTERNATIONAL SOCIETY OF FRANCHISING:
A REVIEW OF CONFERENCE PAPERS ACROSS ITS FIRST 25 YEARS

Joyce A. Young, Ph.D.
Professor of Marketing
Scott College of Business
Indiana State University
Terre Haute, Indiana USA
Voice: 812.237.2035
Fax: 812.237.8133
Email: joyce.young@indstate.edu
(contact person)

and

Faye S. McIntyre, Ph.D.
Professor of Marketing
Dean and Sewell Chair of Private Enterprise
Richards College of Business
University of West Georgia
Carrollton, Georgia  30118
Voice: 678.839.6467
Fax: 678.839.5039
Email: fmcintyr@westga.edu

Presented at the 25th Annual
International Society of Franchising Conference
Boston University
Boston, Massachusetts, U.S.A.
June 16-18, 2011

25th Anniversary
THE INTERNATIONAL SOCIETY OF FRANCHISING:
A REVIEW OF CONFERENCE PAPERS ACROSS ITS FIRST 25 YEARS

Abstract

As the International Society of Franchising (ISOF) celebrates its twenty-fifth anniversary, it is quite appropriate to take a look backward and examine the contents of the twenty-four previous conference Proceedings to document the research activities of its members. The overall objective of this paper is to broadly document the research activities of ISOF franchising researchers over the last eleven years (2000-2010) as they pertain to the Proceedings of the ISOF, and to compare and contrast the findings with an earlier review of the first thirteen years of the ISOF (1986, 1988-1999). Results show that across the two time segments, ISOF members as a collective have been relatively consistent in relation to this paper’s examination. Only one finding differs dramatically from the earlier investigation. Empirical papers using international samples now represent the majority of all empirical papers, a complete reversal from the first thirteen-year time frame when U.S. based samples dominated the research. Thus, the significant impact of the global base of ISOF members is clearly shown in the last eleven years of the Proceedings.

KEYWORDS: ISOF History, Nature & Scope, Research Trends, International, Methodology