

# **Franchising in the Education Sector in Pakistan: Is it Social Franchising? Preliminary Insights from Franchisees**

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## **ABSTRACT**

There is a growing stream of literature on franchising in emerging markets. Some authors have recently focused on a specific form of franchising in such markets, i.e., social franchising. Social franchising exists in different countries, e.g., Myanmar, South Africa, Vietnam and in different sectors, e.g., education, health, rural development. The aim of this paper is to assess the development of franchising in the education sector in Pakistan and its social dimensions. Our main research question is: “Is franchising in the education sector in Pakistan really social franchising?” More specifically, our objectives are the following: 1) explore the dynamics of franchising in the education sector in Pakistan, 2) examine its social dimensions, and 3) look at how the social dimension of education franchising is counterbalanced with the commercial side of this business. We adopted a franchisee perspective and a qualitative approach, conducting interviews with nine franchisees running schools in Pakistan.

## **KEYWORDS**

Social Franchising, Education Sector, Emerging Markets, Pakistan, Qualitative Approach, Franchisee Perspective.