XIX Annual
International Society of Franchising Conference

Friday, Saturday and Sunday,
20, 21 and 22 May, 2005

Complete Information Pack
(including Announcement, Call for Papers and Response Form)

Westminster Business School
University of Westminster
London, UK
We appreciate that some potential delegates to the ISoF 2005 Conference in London are awaiting acceptance of their paper before they action and/or confirm their travel and hotel arrangements. Currently, all submitted papers are out with the reviewers.

However, to help all delegates in their planning and to ensure optimum participation in the first, truly 'international' ISoF Conference, Professor John Stanworth (Chair - ISoF 2005) and Cheryl Babcock (Director - ISoF) have decided that:

'In principle, all papers submitted for the ISoF 2005 Conference have now been accepted. Obviously, there may be minor changes dependent on any comments from the reviewers.'

John Stanworth will discuss any such comments with the lead authors on an individual basis. This means that all delegates should now confirm their travel and hotel arrangements.

Only a few months to go ……… However ……… There is 'good news' and 'bad news'!

First, the 'bad news':

In the end, in spite of the very much appreciated, valiant, lobbying work by Brian Smart (Executive Director of the British Franchise Association) and John Stanworth, the potential sponsors of the ISoF 2005 Conference in London were unable to release the funds we had hoped to receive. This means that, as we said in the earlier newsletters, we will now have to ask you for an extra contribution towards the cost of the ISoF 2005 Conference.

Now the 'good news':

Newsletter - 21 January, 2005
By careful planning and strict budgeting, we will not have to make the surcharge US$100. We have calculated that if each delegate makes an 'extra' payment of just US$75 we will be closer to breaking even. Additionally, this US$75 will help to cover some of the extra costs of the Reception and Lunch at the House of Lords, and the flight on 'London Eye', in the specially reserved ISoF capsules, plus the transportation costs for both these events.

Please note: This does not apply to partners, spouses, family or friends for whom an economic charge (still to be confirmed) will have to be made for the House of Lords function and the flight on the 'London Eye'.

To accomplish all this in the most user-friendly, pain-free way, Cheryl Babcock, on behalf of ISoF, will simply invoice all delegates for US$375, rather than the US$300 that was initially indicated. (Obviously, US$275 for students)

By this time, you really should have booked your travel and accommodation. Please, please, please, if you intend to use the Sherlock Holmes Hotel, BOOK NOW! They only have 119 rooms and we cannot expect them to hold rooms available for the ISoF Conference for much longer.

Full details regarding the Sherlock Holmes Hotel rates and contact details are on pages 9 and 10 in the 'Complete Information Pack' for the ISoF 2005 Conference, which may be downloaded from our web-site:

http://www.wmin.ac.uk/IFRC/ISoF2005.htm
(Note: lower case 'o' in 'ISoF')

John Stanworth and all the UK Host Team are looking forward to welcoming you to the University of Westminster, in May.

Your contact at the University of Westminster is:

Dr. Stewart BRODIE,
Westminster Business School,
University of Westminster,
35, Marylebone Road,
London, NW1 5LS

e-mail: brodies@westminster.ac.uk
Although it is still seven months until the ISoF 2005 Conference in London, many of you will now be planning the hotel and travel details for your visit.

Here are some thoughts, which you may want to consider as you look at the draft programme. This is available in the ‘Complete Information Pack’ on our ISoF 2005 Conference web-site at:

http://www.wmin.ac.uk/IFRC/ISoF2005.htm  
(Note: small 'o' in 'ISoF')

1. If you are planning to use the Sherlock Holmes Hotel, you should really be making a booking now. It is not a large hotel and only has 119 bedrooms. For your information, we currently have over 60 acceptances for the Conference. The hotel has its own web-site at:

http://www.sherlockholmeshotel.com

Details of the special rates available to ISoF delegates are in the ‘Complete Information Pack’.

If you are planning to use another hotel, make sure that your travel agent is working on that - NOW! Ideally, you want to be in the Baker Street area.

2. Unless you are travelling locally from Europe, you should plan to arrive in London no later than Thursday, 19 May. This will help to get your ‘body clock’ onto UK time and also ensure that you get a good night’s sleep before the conference. Additionally, if you arrive on Friday morning, there is no guarantee that your hotel room will be available before the start of the Conference.
3. Currently, the Friday, 20 May, programme is:


12.00 – Buses from University of Westminster to House of Lords
*** Gentlemen: Jacket and tie required ***
UK government minister, Lord Rooker, is hosting the House of Lords events

12.30 - ISoF 2005 Conference – Champagne Reception

13.00 – ISoF 2005 Conference – Gala Lunch - Chalmondeley Room

Whereas, spouses and partners may attend the House of Lords functions at an economic rate (still to be confirmed), please note that children under 18 are NOT permitted to be included.

14.30 – Buses return to University of Westminster

15.30 – Welcome and Opening Conference Session

16.30 – Break - Café West

16.50 - Conference Session

18.15 – Close

Evening – FREE to explore the excitement of London’s night-life

John Stanworth and the UK Host team are looking forward very much to welcoming you to London, next May.

Your contact at the University of Westminster for any queries is:

Stewart BRODIE

e-mail: brodies@westminster.ac.uk
Direct Tel: (Int’l)-44-(0)20-8868.3051
University Tel: (Int’l)-44-(0)20-7911.5000 #3036
University Fax: (Int’l)-44-(0)20-7911.5839
ISoF 2005 Conference – Update – 20 Sep 04

Already we can guarantee a record attendance at the ISoF 2005 Conference to be hosted by the University of Westminster. So far we have about sixty confirmed attendees from many countries, including Australia, New Zealand, Poland, Austria, Russia, France, Finland, South Africa, Cyprus, Spain, United States and the United Kingdom. We are particularly pleased that this includes ten PhD students from all round the world.

Obviously we can still accept Response Forms from people wishing to attend and, possibly, submit papers. To simplify matters, we have now created a single ‘Complete Information Pack’ file on the Conference web-site at:

http://www.wmin.ac.uk/IFRC/ISoF2005.htm (Note lower case ‘o’ in ‘ISoF’)

This file combines the Announcement, Call for Papers and Response Form, as well as all the information included in the Newsletters that have been sent out.
To: International Society of Franchising (ISoF) Members and Prospective Participants
Date: 2 June, 2004, updated 20 September, 2004

Attached is the Announcement, Call for Papers and Response Form for the XIX Annual International Society of Franchising Conference that will be held at the University of Westminster, London, UK on 20, 21 and 22 May, 2005.

The ISoF 2005 Conference Chair and Proceedings' Editor is Professor John Stanworth, University of Westminster. His contact details are:

- e-mail: stanwoj@westminster.ac.uk
- University Tel: (Intl.)-44-20.7911.5000 ext. 3025
- University Fax: (Intl.)-44-20-7911.5839

The full ISoF 2005 Conference programme, which will be continually updated, is available on our web-site at: http://www.wmin.ac.uk/IFRC/ISoF2005.htm and the ISoF web-site at: http://www.huizenga.nova.edu/franchise (click on ISoF), includes the ISoF 2005 Conference 'Champagne Reception and Gala Lunch' at 12.30 pm on Friday, 20 May. This event, hosted by UK government Minister of State, Lord Rooker, will be held at the House of Lords. The Friday afternoon Conference Session finishes at 6.15 pm. Saturday will be a full Conference day. The Sunday Conference session will end with a 'Farewell and Awards Lunch' at 12.30 pm. This is to allow our local, European delegates to get home on Sunday evening.

There will be two best paper awards presented. The ISoF will select their Best Paper Award and present it at the Awards Lunch. The IFA Educational Foundation panel of judges will select the paper that will receive the Arthur Karp Research Award and cash prize for 'Best Applied Paper' and this will also be presented at the Awards Lunch.

Cheryl Babcock continues to serve as the Executive Director and Arrangements Chair of the ISoF. If you have queries regarding past proceedings, please contact her. Further information about ISoF is on the web-site at:

http://www.huizenga.nova.edu/franchise

Please e-mail, or fax, your Response Form (last page of this pack), as soon as possible, to Stewart Brodie and Cheryl Babcock.
Call for Papers

The XIX Annual International Society of Franchising Conference will be held at the University of Westminster, London, UK, on 20, 21 and 22 May, 2005. 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. Thus, 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 franchise 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 below. Papers from other disciplines are also welcome.

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Finance</th>
<th>Logistics</th>
<th>Operations Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>Hospitality Management</td>
<td>Management</td>
<td>Organisational Behaviour</td>
</tr>
<tr>
<td>Economics</td>
<td>International Business</td>
<td>Information Systems</td>
<td>Political Science</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Law</td>
<td>Marketing</td>
<td>Policy and Strategy</td>
</tr>
</tbody>
</table>

 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. Please e-mail (or fax) the Response Form to both Stewart Brodie and Cheryl Babcock to ensure that you receive further information about the ISoF 2005 Conference.
Cheryl Babcock, CFE, AND Dr. Stewart Brodie,
Nova Southeastern University, Westminster Business School,
International Institute for Franchise Education, University of Westminster,
Huizenga School of Business & Entrepreneurship, 35, Marylebone Road,
Fort Lauderdale, FL 33315-3025 London, NW1 5LS

e-mail: babcockc@nsu.nova.edu e-mail: brodies@westminster.ac.uk
Tel: (954)-262.5071 Tel: (Intl.)-44-20-8868.3051
Fax: (954)-262.3188 Fax: (Intl.)-44-20-7911.5839

Actual papers should be submitted to:

Professor John Stanworth,
Westminster Business School,
University of Westminster,
35, Marylebone Road,
London, NW1 45LS

e-mail: stanwoj@westminster.ac.uk
University Tel: (Intl.)-44-20.7911.5000 ext. 3025
University Fax: (Intl.)-44-20-7911.5839

All papers presented at the conference will be distributed on a CD to registered attendees prior to the conference, permitting them to read and/or print out manuscripts prior to the meeting. Papers will appear on the CD in Adobe format (.pdf files). All papers distributed to reviewers will be in Adobe format. Papers may be submitted in .pdf format, or they will be converted to this from a version submitted in Microsoft Word. In order to distribute the papers to you prior to the conference, you must meet all the final paper submissions to allow ample time to prepare and distribute the CD. We now have authors world-wide and time is needed for materials to reach them.

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 a US legal, or International A4, page.

Accepted papers will include a one-page executive summary followed by five keywords that describe the paper. These words will allow visitors to the ISoF web-site at 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'.
Please, also submit a one-page franchising résumé that includes any of your working
papers, or franchise publications.

At least one author of each accepted paper **must attend** the conference and present
the paper. Historically, paper presentations are limited to 20 minutes. All in
attendance will have had an opportunity to read the paper. Session chairs are
responsible for permitting adequate time for discussion.

**Important Dates for Attendees**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soonest</td>
<td>Response Form back to Stewart and Cheryl</td>
</tr>
<tr>
<td>27 October, 2004</td>
<td>Paper must be received by John either by e-mail (or floppy disk)</td>
</tr>
<tr>
<td>3 December, 2004</td>
<td>Reviews due back to John</td>
</tr>
<tr>
<td>10 December, 2004</td>
<td>Reviews distributed to authors with suggestions for revision</td>
</tr>
<tr>
<td>14 January, 2005</td>
<td>Final versions of papers due John and Cheryl</td>
</tr>
<tr>
<td>28 January, 2005</td>
<td>Conference programme finalised</td>
</tr>
<tr>
<td>14 February, 2005</td>
<td>Final programme agenda to attendees</td>
</tr>
<tr>
<td>28 March, 2005</td>
<td>CD of manuscripts distributed to attendees</td>
</tr>
</tbody>
</table>

**Criteria for Papers**

Each paper should meet the following criteria:

1. It recognises and acknowledges the literature of its author’s field. Collectively, we
   are the audience. We are not addressing ourselves directly 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 in this conference and the readers of its proceedings are interested in franchising, but not knowledgeable of the conceptual frameworks or terminology of your discipline.

**Final Procedure for Accepted Panels**

Panel submissions are encouraged and should include a one-page paper with title, purpose, panel moderator(s) and panel experts’ names and titles. Panels will be allocated approximately one hour and 15 minutes. Brief biographies of panel members must be included. It is suggested that the panels consist of no more than three or four experts and two moderators. The number of panels accepted is subject to time restraints of the meeting and the number of papers accepted. Ideally, panel member biographies and panel outlines should be submitted to John Stanworth no later than 27 October, 2004.

**Please use the attached ISoF 2005 Conference Response Form to indicate your intention to attend the conference.**

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 and present the paper. The conference fee of $300 includes: membership in the International Society of Franchising for one year, a CD of all the ISoF 2005 Conference papers, three lunches (Friday, Saturday and Sunday), two breakfasts (Saturday and Sunday), and all Conference refreshment breaks. We would remind you that there may have to be additional charges for the two, ‘special’, extra-mural, activities on Friday and Saturday. In total, these charges will not exceed US$100 and will be collected, in cash, in London. Currently, we are working hard to bring this figure down to US$75, or even less.

The Chiltern Suite is equipped with data projection and overhead projection. This means that presentations can be made using Powerpoint, or acetate overheads. Additionally, we are planning to set-up a dedicated ISoF business centre in the Chiltern Suite with internet-access computers and printers.
STOP PRESS: We can now confirm that there will be an ISoF 2005 Conference Opening Champagne Reception and Gala Lunch. This will be held on Friday, 20 May, 2005, in the Cholmondeley Room at the House of Lords in the Palace of Westminster, from 12.30 pm. Lord Rooker, who is currently the UK government Minister of State for Regeneration and Regional Development, will host the event.

Lord Rooker started his ministerial career in 1997 as Minister of State at the Ministry of Agriculture, Fisheries and Food. In July 1999 he was Minister of State for Social Security and in 2001 he was Minister of State at the Home Office.

In opposition, he was the spokesman on social services (1979-80), social security (1980-83), Treasury and economic affairs (1983-84), housing (1984-87), local government (1987-88), health and social services (1990-92), higher education (1992-93) and held the post of deputy shadow leader of the House of Commons from 1994 to 1997.

Before standing down at the last election he had served as MP for Perry Barr, Birmingham, since 1974 and was elevated to the peerage in 2001. Jeff Rooker was born in 1941 and educated at Aston (where he was a fellow engineering student with John Stanworth) and Warwick universities, and is a chartered engineer.
Currently, the ISoF 2005 Conference Programme is:

**Friday, 20 May, 2005**

10.00 to 11.30 - Registration and photo-call for ID ‘swipe’ cards at University of Westminster
12.00 - Buses from University of Westminster to House of Lords
12.30 - ISoF 2005 Conference - Champagne Reception
13.00 - ISoF 2005 Conference - Gala Lunch (Gentlemen: Jacket and tie required)
   (Note: Whereas spouses and partners may attend at an economic rate, still to be confirmed - please note that children under 18 are not permitted to be included)
14.30 - Buses to University of Westminster
15.30 - Welcome and Opening Conference Session
16.30 - Break - Café West
16.50 - Conference Session
18.15 - Close
Evening - FREE to explore the excitement of London's night-life

**Saturday, 21 May, 2005**

08.00 - Breakfast - Café West
09.00 - Conference
10.30 - Break - Café West
11.00 - Conference
12.30 - Lunch - Café West
13.45 - Group Photograph
14.00 - Conference
15.15 - Break - Café West
15.35 - Conference
17.00 - Close
18.30 - Buses to 'London Eye'
20.00 - FREE in London

**Sunday, 22 May, 2005**

08.00 - Breakfast - Café West
09.00 - Conference
10.30 - Break - Café West
10.50 - Final Conference Session
12.15 - Business Meeting and Launch of ISoF 2006 Conference
12.30 - Farewell Lunch and Awards - Café West
Conference Information

XIX Annual ISoF Conference – 2005
Friday, Saturday and Sunday,
20, 21 and 22 May, 2005

University of Westminster,
35, Marylebone Road,
London, NW1 5LS,
United Kingdom

*The Conference will be held in the Chiltern Suite of the Westminster Business School, situated in the Marylebone campus of the University of Westminster. Tea/Coffee breaks and lunches will be in the Café West, which is part of the Chiltern Suite.*

The most appropriate hotel to use is:

Sherlock Holmes Hotel,
Baker Street,
London, W1M 2LJ

Tel: (Intl.)-44-20-7486.6161
Fax: (Intl.)-44-20-7486.0884
e-mail: groupres@parkplazahotels.co.uk
Website: [http://www.sherlockholmeshotel.com](http://www.sherlockholmeshotel.com)

This hotel, which many of the ISoF members have used before, is situated only 250 yards from the University Marylebone Campus and has recently been completely renovated and upgraded to four star status.

To allow for your extra days before, and/or after, the Conference, the University of Westminster has agreed a special rate with the hotel for the complete, calendar month of May, 2005.
This rate (in pounds sterling, not US$) is now confirmed as:

£125 per night for a twin-bedded or double room (single occupancy) - exclusive of breakfast but inclusive of VAT @ 17.5% and service.

(For your information, the current, 2004 rate for these rooms is about £250 per night.)

Extra person in room will be charged at £15 per night. However, children under 12 years old will be complimentary.

For £30 per night extra you may upgrade to an 'executive' room. The main difference is that these have a larger floor area than the 'superior' rooms.

All bedrooms in the hotel have internet connection points.

Please make your own booking directly with the hotel, quoting 'ISoF' to obtain the special rate.
e-mail: groupres@parkplazahotels.co.uk - Contact: Jonny Amos.

For the record, it would make sense to send a copy of your e-mail hotel booking to:
brodies@westminster.ac.uk

For those of you who wish to use alternative accommodation, we suggest you contact your local travel agent, or 'surf the 'net'. Unfortunately, we are unable to offer the use of any of the University student accommodation.

Other useful links for your visit to London will be found at our Conference web-site. This is at:

http://www.wmin.ac.uk/IFRC/ISoF2005.htm (note the lower case 'o' in 'ISoF')

ISoF Conference - Registration Fee: will remain at US$300 per person and, as usual, will be invoiced by, and payable to, ISoF, through Cheryl Babcock at Nova Southeastern University.

There may have to be additional charges for the two, 'special', extra-mural evening activities on Friday and Saturday. In total, these charges will not exceed US$100 and will be collected, in cash, in London. PS: Currently, we are working hard to bring this figure down to US$75, or even less.
If this will be your first visit to Britain, we would remind you that our advice is just to stay in London. If you are happy, please come back and visit other parts of our country. Britain is a small, heavily populated island. Psychologically, culturally and emotionally, the distance between Glasgow and Edinburgh (42 miles) is the same as Los Angeles to New York (3,000 miles). Remember that our travel facilities (rail and air) do not compare favourably with North America and continental Europe.

Please forward this Information Pack to any other person/institution whom you think may be interested in attending. At the same time, please copy me and I will add those new addresses to our master list for future mailings.

Equally, if you do not wish to receive further mailings regarding the ISoF Conference 2005 in London, please let me know and I will remove your name from our e-mailing list.

The UK host team, committed to ensuring you have a great time in London, is:

John Stanworth - University of Westminster
Brian Smart - British Franchise Association
David Purdy - University of Westminster
Anna Watson - University of Surrey
Simon Healeas - University of Westminster
Beverley Porter-Blake - University of Westminster
Stewart Brodie - University of Westminster

Your contact at the University of Westminster:

Stewart Brodie
e-mail: brodies@westminster.ac.uk
Direct Tel: (Int'l)-44-(0)20-8868.3051
Fax: (Int'l)-44-(0)20-7911.5839
Website: http://www.wmin.ac.uk/IFRC/ISoF2005.htm
Update Newsletter: 26 August, 2004

How time flies when you are enjoying yourself!

Although the International Society of Franchising (ISoF) 2005 London Conference is being held in May (later than usual), you will recall that Cheryl Babcock asked that we try to adhere to the same timetable for the Announcement, Call for Papers and Response Form as in previous years. This means that your Response Form, indicating your intention to attend the Conference and, ideally, submit a paper, should be returned as soon as possible. Just to remind you, 27 October is the theoretical deadline for submission of papers to John Stanworth.

Whereas we appreciate the challenges of modern life and the desire not to respond until the last possible moment, it would obviously be a great help to your UK Host Team to have some idea of numbers involved as soon as possible. The Complete Information Pack (including Response Form and all the details regarding the ISoF 2005 Conference) is available from on our web-site at:

http://www.wmin.ac.uk/IFRC/ISoF2005.htm

and also on the ISoF web-site at:

http://www.huizenga.nova.edu/franchise (Click on ISoF)
Marko Grünhagen confirms $500 Best Paper Award

Our good friend, Dr. Marko Grünhagen (Southern Illinois University) has confirmed to Cheryl Babcock that, with effect from the 2005 London Conference, the oldest, premier journal in small business and entrepreneurship, the 'Journal of Small Business Management', will be sponsoring the ISoF Best Paper Award. In confirming this, Marko has also announced that, in addition to the winner's plaque, the value of the award will be increased to $500. Sincere thanks from all members of the ISoF go to Marko and the 'Journal of Small Business Management' for this generous sponsorship. John Stanworth now looks forward to receiving even more submitted papers.

It's all good news. Already it looks as though we will have a record-breaking attendance at the Conference and the UK Host team is looking forward to welcoming you to London.

John Stanworth - University of Westminster
Brian Smart - British Franchise Association
David Purdy - University of Westminster
Anna Watson - University of Surrey
Simon Healeas - University of Westminster
Beverley Porter-Blake - University of Westminster
Stewart Brodie - University of Westminster

Your contact at the University of Westminster for any queries is:

Stewart Brodie
e-mail: brodies@westminster.ac.uk
Direct Tel: (Int’l)-44-(O)20-8868.3051
Fax: (Int’l)-44-(O)20-7911.5839
Response Form

For record-keeping purposes and to ensure you receive further ISoF 2005 Conference information, please e-mail (or fax) this completed response form, as soon as possible, to:

Cheryl Babcock, CFE
Nova Southeastern University,
International Institute for Franchise Education,
School of Business & Entrepreneurship,
3301 College Avenue, Suite 2088
Fort Lauderdale, FL 33315-3025

e-mail: babcockc@nsu.nova.edu
Tel: (954)-262.5071
Fax: (954)-262.3188

Dr. Stewart Brodie,
Westminster Business School,
35, Marylebone Road,
London, NW1 5LS

e-mail: brodies@westminster.ac.uk
Tel: (Intl.)-44-20-8868.3051
Fax: (Intl.)-44-20-7911.5839

Name: _______________________________________________________

University/Company: _____________________________________________

Address: _______________________________________________________ 

City: ___________________________ Zip/PostCode: ____________________

Country: ______________________________________________________

Tel: ___________________________ Fax: ______________________________

e-mail: _______________________________________________________

I would like to participate in the 2005 International Society of Franchising Conference (Fee: $375):

☐ I would like to attend the conference but not be on the programme.
☐ I plan to submit a paper. Tentative title is: _____________________________
☐ I plan to submit a teaching case. Tentative topic is: ________________________
☐ I would like to submit a panel. Tentative topic is: ___________________________
☐ I am willing to serve as: Reviewer______ Session Chair/Discussant ______
☐ I am a graduate student pursuing research/dissertation in franchising and would like to attend the ISoF 2005 conference and receive the 2005 proceedings. Reduced Fee: $275

☐ I am unable to attend the ISoF 2005 Conference but would like to maintain my membership/become an academic member of the ISoF (open only to full-time university faculty, graduate students, or full-time university employees in positions such as programme directors) and receive a copy of the 2005 proceedings. Cost $100.

☐ I would like to become an affiliate member of the ISoF (open to franchisors, franchisees, Council of Franchise Suppliers, legal and other professionals), receive a copy of the 2005 proceedings and be listed in the next membership directory. Cost: $135