Enclosed is the Announcement and Call for Papers for the 28th Annual International Society of Franchising (ISoF) Conference that will be held February 21-23, 2014 in New Orleans, Louisiana, USA, at the Ernest N. Morial Convention Center. We will begin our annual conference on Friday afternoon/evening, Feb. 21, 2014 and conclude the afternoon/evening of Feb. 23, 2014.

The 28th annual conference is being chaired by Robert A. Robicheaux, Ph.D., Marshall Scholar, Professor and Chairman, Department of Marketing, Industrial Distribution & Economics, School of Business, the University of Alabama at Birmingham, Birmingham, Alabama.

Please send 2014 ISoF Conference email to the following: bobr@uab.edu and babcockc@nova.edu

You will find additional information about the 2014 ISoF Conference, including accommodation options (coming soon), at the ISoF website: http://www.huizenga.nova.edu/isof

Please scan in and return as an attachment or fax your Response Form at your earliest convenience, but no later than August 30, 2013 to both Robert Robicheaux at bobr@uab.com or +1 205-934-0058 and Cheryl Babcock at babcockc@nova.edu or +1 954-262-3188.

At the 2014 ISoF Conference the following will be awarded:

- ISoF Best Paper Award sponsored by the Journal of Small Business Management (JSBM)
- ISoF Best Graduate Student Paper Award sponsored by Journal of Marketing Channels (JMC)
- ISoF Best Reviewer Award sponsored by the International Society of Franchising
28th Annual
International Society of Franchising Conference

Ernest N. Morial Convention Center
New Orleans, Louisiana
United States of America

February 21-23, 2014
CALL FOR PAPERS

International Society of Franchising (ISoF)
Announcement of 28th Annual Conference and Call for Papers

The 28th Annual International Society of Franchising Conference will be held in New Orleans, Louisiana, U.S.A. at the Ernest N. Morial Convention Center February 21-23, 2014. 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.

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**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 August 30, 2013. Please complete and return the response form by scanning it in and returning it by email or fax a copy of it to both of the following: Robert Robicheaux, 2014 ISoF Conference Chair and Proceedings Editor; and Cheryl R. Babcock, CFE, ISoF Executive Director, to ensure that you receive further information about conference activities.
All papers presented at the conference will be distributed on a CD to registered attendees. Papers will appear on this CD in Adobe format (pdf files). All papers distributed to reviewers will be in Adobe format.

Note: ALL papers must be submitted to Bob and Cheryl 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 the CD’s for 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 and be in Times New Roman, Font Size 12.

Accepted papers must include a one-page abstract, followed by five keywords that describe the paper. These keywords will allow visitors to the International Society of Franchising website, http://www.huizenga.nova.edu/isof, 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.
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 readers of its proceedings are interested in franchising but not knowledgeable of the conceptual frameworks or terminology of your discipline.

Procedure for Panel Proposals

As in previous years we anticipate holding panel discussions during the conference on either an industry focused or franchising education topic. If you have a panel suggestion, please provide details of the topic and possible participants to Bob Robicheaux by September 20, 2013.

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, an author of the paper must attend the conference and present it. The 2014 conference fees are $400.00 USD for academic/affiliate members, $300.00 USD for graduate students, and $300 USD for spouse/guest. This includes the following:

- Membership in the International Society of Franchising for one year
- A listing in the ISoF membership directory and a copy of the current directory
- CD of the 2014 ISoF conference papers
- Morning coffee/tea, lunch, and refreshment breaks on February 22-23
- Welcoming reception on Friday evening, February 21
- The Taste of Franchising event on Saturday evening, February 22 where we will join attendees at the 54th annual International Franchise Association (IFA) Annual Convention for a unique networking session that showcases the many savory delights franchising has to offer
- The IFA Chairman’s Reception with Exhibitors on Sunday evening, February 23 where we will once again join with the IFA convention attendees for a 3 ½ hour networking opportunity with franchisors and service providers and visits to exhibitors’ booths

The fee for a spouse/guest is $300.00 USD and includes the Continental Breakfasts, Lunches, Welcoming Reception, Taste of Franchising, and Chairman’s Reception. IFA members, franchisors, franchisees, and Council of Franchise Suppliers are subject to IFA Convention registration. If interested in attending ISoF conference, please contact Cheryl Babcock.
Please use the attached **Response Form** to indicate your intention to attend the conference.

Information pertaining to accommodations will be forthcoming. Check the ISoF website frequently as any updates will be posted to it. It is [www.huizenga.nova.edu/isof](http://www.huizenga.nova.edu/isof). All events will be taking place at the Ernest N. Morial Convention Center in New Orleans.

We hope you will have time to immerse yourself in the charm and allure of the area. Plan your trip so you have time to experience the restaurants and nightlife in the French Quarter—the scenic/historic district featuring walking areas, shops, and restaurants; Jackson Square with street painters, musicians, and jugglers; Preservation Hall for historic and traditional New Orleans jazz and first-rate music; and, sample a Hurricane (drink) at Pat O'Brien's—world famous piano bar and home of the Hurricane.

### Important Dates for 2013-2014

- **August 30, 2013** — Response Form faxed/emailed to **Bob and Cheryl**
- **September 20, 2013** — Draft papers and panel suggestions **must be emailed** to **Bob and Cheryl**
- **November 5, 2013** — Reviews due to **Bob**
- **November 20, 2013** — Notification of acceptance and reviews back to authors with suggestions for revisions **Bob**
- **December 15, 2013** — **Final "Word" version of the paper due to Bob and Cheryl**
- **January 10, 2014** — Conference registration fee absolutely must be paid. Please register and pay online as we have to re-enter all of your information (including credit card information) online if you send in a faxed registration. Additionally, sometimes it is difficult to read your writing.

**NOTE:** Cheryl has to pay 90% of the food and beverage 30 days prior to the start of the conference. Please pay promptly! It is imperative that we have your registration and payment.

- **January 20-27, 2014** — Conference agenda sent to attendees by **Cheryl**

Cheryl R. Babcock, CFE continues to serve as the executive director of the ISoF. If you have any questions regarding past proceedings or papers please contact her by email at babcockc@nova.edu or call her at +1 954-262-5071 or text or call her mobile:  +1 954-494-6323.