32nd Annual Conference
International Society of Franchising (ISoF) June 2018
Escuela Politécnica Nacional, Quito, Ecuador

With the support of
GATE L-SE and IAE-SE, University of Lyon, France
CORS, University of São Paulo, Brazil

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About the Organizing Institutions

Host Institution: Escuela Politécnica Nacional, Ecuador

The Escuela Politécnica Nacional, EPN (National Polytechnic School) has a long academic tradition dating back to 1869. The university has about 12,000 Bachelor and Master-level students and PhD students in different Faculties. EPN is among the best universities in Ecuador (class A, Ecuadorian ranking). More information about the EPN can be found at: http://www.epn.edu.ec/.

In this context, the Department of Mathematics regroups 32 researchers working in different areas such as mathematical optimization and control, transport and pollution, mathematical modeling and scientific computing, in addition with economics and statistics, and with management. This department is distinguished as being the first, in terms of research of the EPN. More information about the EPN Department of Mathematics can be found at: http://www.math.epn.edu.ec/.

Co-organizing Institutions:

The Conference will be organized in collaboration with the two following universities and research centers:

. GATE (Groupe d'Analyse et de Théorie Economique, https://www.gate.cnrs.fr), CNRS, UMR 5824, and the Faculty of Economics and Business IAE-SE, University of Lyon, France: GATE activities come under the fields of theoretical and applied economics, based on game theory, decision theory and contract theory. The institute has built an international reputation and occupies a leading scientific position in various areas of excellence. The University of Lyon (Université de Lyon) is the largest French university site outside Paris metropolitan area, with a remarkable scientific research potential.

. CORS (Center for Organization Studies, http://cors.usp.br), University of São Paulo, Brazil: the primary subject of CORS is the study of institutions and organizations, by means of a multidisciplinary approach, based on economics and other applied social sciences. CORS develops theoretical and empirical studies about the design and dynamics of organizational strategy. The University of São Paulo (Universidade de São Paulo) is the largest Brazilian public university and the country's most prestigious educational institution.

Location of the ISoF 2018 Conference

The conference venue is the city of Quito, Ecuador.
Please, note that:

- Quito held “Habitat III”, the United Nations Conference on Housing and Sustainable Urban Development, which confirms that the city is prepared to hold major international conferences.
- The historic downtown of Quito is one of the most preserved old towns in America, with a beautiful baroque architecture.
- In 2016, Quito won, for the fourth time, Latin America’s leading travel destination in the World Travel Awards ("Oscar of tourism")
- According to the Brazilian Igarapé Homicide Monitor Institute report (2016), Quito is the safest capital in Latin America.

The Conference will be held at the EPN. Several sessions will be held at the Hotel Quito (http://www.hotelquito.com.ec/hotel-quito), a partner of the EPN. This hotel regularly hosts major events and offers comfortable equipment: dining rooms, rooms and conference rooms. Regarding the accommodation, specific prices will be negotiated for the persons attending the Conference.

**Dates**

Wednesday June 27, 2018 – Friday June 29, 2018.

**Conference highlights**

We propose the following highlights:

- Several keynote speakers on a specific franchise-related theme.
- 2nd FDNEC Workshop (International Workshop on Franchising and Distribution Networks in Emerging Countries, http://iwbf2016.sciencesconf.org, GATE, University of Lyon / CORS, University of São Paulo) included on Thursday 28 as a special section of the 2018 ISoF Conference.
- International Franchise Ecuadorian’s Fair.
- Ibero American Franchise Association (FIAF) Annual Convention.

Those two professional meetings will take place parallel to the Conference (27-28 June 2018), at Hotel Quito, with several common events to favor fruitful interactions between academics and professionals who share a common interest in promoting best practices in franchising.
Organizing Committee

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<td><strong>Scientific Coordinator</strong></td>
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COMMITTEE

Richard Baron, PhD.
GATE & IAE-SE, University of Lyon

Diego Elizarraras
Mexican Franchise Association, AEF, & Ibero American Franchise Association, FIAF

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Melitha Prado
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Sylvia Saes, PhD.
CORS, FEA-SP, University of São Paulo

Accommodation arrangements for conference participants
Specific prices will be negotiated at Hotel Quito by the Conference organizers. In addition, the city of Quito has several hotels in different price ranges (starting at 50 USD per person per night to over 200 USD a night).

Transportation arrangements
The best way to reach Quito is via the Airport (http://aeropuertoquito.aero/en/). This airport has direct flight connections to airports all over the world. From the Airport, the best way to reach Quito’s downtown is a taxi (cost around 25 USD). From Hotel Quito, the best way to reach Quito’s downtown is a taxi (cost around 4 USD).

Details of fees and funding
The conference fee of max. 350 USD per person covers:

. Participation in the conference and conference proceedings.
. Two dinners, all the lunches and coffee breaks.
Sponsorship
Different firms and institutions collaborate on a regular basis with EPN and the University of Lyon and they will probably provide financial help for this conference. It is difficult to obtain now a formal commitment with only two years to the conference. This financial help will, therefore, improve the workings of the conference.

Local attractions
The beautiful city of Quito has many places to visit (please see http://www.quito.com.ec/ or http://www.lonelyplanet.com/news/2016/07/06/quito-in-ecuador-is-named-latin-americas-leading-destination/) …

… and so has Ecuador …