

## **SOCIAL FRANCHISING: A SYSTEMATIC REVIEW**

### **Abstract**

Social franchising is starting to garner more interest among researchers and practitioners as a replication approach used to help address a growing array of societal issues, such as chronic unemployment, environmental hazards, water contamination, malnutrition, family planning and medical care in both developed countries and emerging economies. While there has been a proliferation of experimentation with social franchising that is occurring on the global stage, the knowledge base remains fragmented on this form of marketing channel. A comprehensive review of the empirical and practitioner literature has not been done. This paper fills this void by reviewing the past decade of literature with the goal of answering the following questions: (a) different forms of social franchising (b) why social franchising exists (c) theories used to explain the phenomena (d) social franchisor selection practices (e) what motivates individuals to start a social franchise and (f) outcomes of social franchising reported from scoping studies. This work will be of interest to governments, non-governmental organizations (NGOs), philanthropists, social impact investors, corporations devoted to social goals, and other key players who support the scaling up or replication of ventures that strive to address societal ills by creating pathways to health and prosperity.

**Key words:** Social franchise; Social franchising; Nonprofit franchising

