SIG 04 -FABR -Family Business Research

We invite you to submit your research to explore the theme of The Business of Now: the future starts here for the EURAM 20th Conference. We look forward to receiving your submissions.

ST04_01 -Context and strategy in family business

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Short description:
The “Context and strategy in family business” track aims to contribute to conversations in the family business research field in two ways. First, by encouraging researchers to borrow, replicate and extend research strategies, we expect to foster the generalization of results and test mainstream theories across developed and developing contexts. Second, by focusing on the impact of family characteristics (e.g. governance, goals, dynamics) on strategic choices (e.g. M&A, alliances, divestments, green strategies, innovation, internationalization), we expect contributions capable of unveiling the impact of the context on the family characteristics-strategic decisions relationships. We encourage conceptual and empirical submissions, drawing from various theories and adopting qualitative, quantitative and mixed methods, either focusing on family firms or comparing family firms and non-family firms.

Long description:
Family business research has grown considerably over the last two decades, and the external legitimacy of the field has been bolstered by its interdisciplinary connection with other mainstream fields of research. Most of the current research in the field of family firm has focused on recognizing the family-business relationship and exploring its effect on firm behavior and performance as well as on the heterogeneity of the family firm itself as phenomenon of study. Indeed, scholars need to better investigate the impact of family firms’ unique characteristics, such as influence, non-economic goals and family-related dynamics (e.g. succession, divorce and primogeniture) on their strategic decisions, but we think that there is an important research opportunity to incorporate the historical, institutional, spatial, and social contexts in which family firms exist and operate when investigating their strategic decisions. In other terms, context is important as it could influence the genesis, development and continuity of family firms, but also strategic choices such as acquisitions and post-acquisition processes (throughout family firms’ cultural differences), branding strategies and creativity (especially when

these are linked to the territory).

Thereof, we propose that there are two avenues of research that can be implemented to better understand the family firm phenomenon. First, borrowing, replicating, and extending research strategies from studies on developed countries could help explore and describe differences in the phenomenon within and between contexts, foster the generalization of results, and test mainstream theories across contexts. Second, by focusing on the impact of family characteristics (e.g. governance, goals, dynamics) on strategic choices (e.g. M&A, alliances, divestments, green strategies, innovation, internationalization), we expect contributions capable of unveiling the impact of the context on the family characteristics-strategic decisions relationships. Topics of interest include, but are not restricted to differences in branding strategies, new venture creation and corporate entrepreneurship, acquisitions and post-acquisition processes (e.g. factors influencing who to acquire and how to acquire), the determinants driving openness choices and openness degree, succession and transgenerational innovation in family firms, the role of proximity on family firms’ innovation performance, impact of cultural and psychic distance on where to internationalize, internationalization in emerging markets.

Therefore, the “Context and strategy in family business” track attempts to expand our understanding of family business through the application of extant theories (i.e., institutional theory, institutional logics, agency theory, and cross-cultural strategic management, among others) to specific contexts; to extend current mainstream theories by challenging their premises, assumptions, and predictions by considering context; and to advance a theory of family business by incorporating context into research to explain why family firms exist, how they compete locally and internationally, and why they exit.

Keywords:
Context; Strategy; Developing countries; Innovation; Internationalization

UN Sustainable Development Goals (SDG):

Publication Outlet:
Journal of Family Business Management (A Special Issue may be considered by end of 2020)

Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business Awards (American University of Sharjah)
Best PhD Student Paper Award (300 USD)
Best Young Scholar Paper Award (2 months - Visiting Research Scholar Award at American University of Sharjah)

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