



## **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 20<sup>th</sup> Conference. We look forward to receiving your submissions.

### **ST04\_02 -Family Business in Emerging, Developing, and Transitional Economies**

#### **Proponents:**

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#### **Short description:**

The “Family business in emerging, developing and transition economies” track aims to contribute to conversations in the family business research field in three ways. First, by encouraging researchers to borrow and replicate research strategies, we expect to foster the generalization of results and test mainstream theories and approaches across contexts. Second, by encouraging researchers to borrow and extend research strategies, we call for scholars to incorporate the specificities of the environment-family relationship to contextualize the family business phenomenon. Finally, by developing research strategies, we can better understand the effect of context on family business and business families.

#### **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 (Perez Rodriguez & Basco, 2011). While most of the current research in the field of family business 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 business itself as phenomenon of study, family business research is mainly contextless (Basco, 2018).

Thus, there is a research opportunity to incorporate the historical, institutional, spatial, and social contexts in which family firms exist and operate into family business research (Müller, Botero, Cruz, & Subramanian, 2018). Context is important as it could influence the genesis (Spielmann, Discua Cruz, Tyler, & Beukel, 2019), development (Seaman, McQuaid, & Pearson, 2017), and continuity of family firms (Stough, Welter, Block, Wennberg, & Basco, 2015). Thus, examining how the multidimensionality of contextual dimensions affect family firm behavior and performance may help contribute to developing a theory of family business as well as challenge and expand current mainstream theories applied to family firms.

We propose that there are three types of research strategies that can be implemented to better understand the family firm phenomenon in emerging, developing, and transitional economies. First, borrowing and replicating 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, borrowing and extending research strategies in an attempt to

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incorporate research specificities from the environment-family relationship could help contextualize the family business phenomenon and clarify what makes family firms unique in emerging, developing, and transitional economies. Finally, the developing research strategies that theorize about context and incorporate measures of context could unveil the effect of context on family firm behavior and performance.

Therefore, the “Family Business in Emerging, Developing, and Transitional Economies” 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:**

Family business Emerging, Developing, and Transitional Economies Context Contextualizing Family Business

#### **UN Sustainable Development Goals (SDG):**

Goal 1: No poverty, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions.

#### **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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#### **AUTHORS GUIDELINES**

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