



Strategic Interest 04 – Family Business Research (FABR)

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Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T 04_02 Family identity and goal-setting: Exploring the relationship with CSR and branding

Proponents:

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Description:

Recently, family business researchers have attempted to better understand family firms' behaviour as it relates to social responsibility, sustainability, business ethics, firm reputation, and issues related to marketing, communication and branding (e.g., Binz, Hair, Pieper, & Baldauf, 2013; Campopiano, De Massis, & Chirico, 2014; Deephouse & Jaskiewicz, 2013; Dyer & Whetten, 2006; Van Gils, Dibrell, Neubaum, & Craig, 2014). It seems as though family firms may be “more attuned and attentive to social issues and stakeholders than nonfamily business” (Van Gils et al., 2014, p. 193), which makes the family firm context a particularly interesting arena for exploring how both the family and the stakeholders can influence many behavioural patterns that affect family businesses' orientation towards CSR and reputation management. Family businesses are frequently characterized by strong non-financial motivations and values that appear to foster their desire to pay particular attention to stakeholder needs, and to engage in different types of pro-social behaviors. For example, the “intimate involvement of family members [that] often results in different goals

and behaviors than what is typically found to exist in non-family firms” (Mitchell, Agle, Chrisman, & Spencer, 2011, p. 235) may be a reason to take a closer look at topics such as corporate social responsibility (CSR) and branding in the family business context. In terms of CSR (i.e., defined as a company’s voluntary contribution to sustainable development which goes beyond legal requirements; Carroll, 2000; Crane & Matten, 2007) there has been a growing interest in understanding whether the owning family’s involvement in the firm influences when and how the firm responds to its stakeholders’ ethical and environmental demands (e.g., Deniz & Suarez, 2005; Fitzgerald, Haynes, Schrank, & Danes, 2010). Prior research indicates that family firms may be more likely to adopt CSR practices (Marques, Preses, & Simon, 2014), engage in philanthropic initiatives (e.g., Campopiano et al., 2014; Feliu & Botero, 2016) or in reporting socially responsible activities (Campopiano & De Massis, 2014) due to the inextricable relationship between the owning family and the firm, and their desire to protect the reputation of the family and the business. Prior research has identified a range of family-related drivers of family firm CSR, such as the owning family’s identification with the business, or family-related goals that drive family firm citizenship (e.g., Berrone, Cruz, Gomez-Mejia, & Larraza Kintana, 2012; Campopiano, De Massis, & Chirico, 2014; Dyer & Whetten, 2006; Miller, Le Breton-Miller, & Scholnick, 2008; Niehm, Swinney, & Miller, 2008). However, our understanding regarding how other stakeholders contribute to family firm CSR, how CSR practices in family and non-family firms differ, and ultimately, how being a good corporate citizen affects family firm performance, remains limited. Family firm image, reputation, and branding represent another important area of research focusing on how family firms deal with and address their stakeholders. Family business branding looks at why and how family firms portray themselves as family-owned to their diverse stakeholders, e.g., customers or employees, and the potential benefits and disadvantages of such a branding strategy. Several studies suggest that family firms benefit from signalling their family firm status to their stakeholders (e.g., Binz et al., 2013; Craig et al., 2008; Kashmiri & Mahajan, 2010), assuming that the notion of family elicits positive associations (e.g., trustworthiness, expertise, quality), leading to a superior reputation and a unique competitive advantage for family owned businesses (e.g., Deephouse & Jaskiewicz, 2013; Memili et al., 2010; Zellweger et al., 2012). However, despite the positive effects of a distinct family firm image identified by prior research, how branding the family firm affects different stakeholders’ perceptions of family owned firms, and its contributions to firm performance is in the initial stages of investigation. In light of this, we invite scholars to submit manuscripts that address these or other topics related to social issues in family firms and nurture the ongoing debate to contribute to this promising research stream that can help further explain the distinctiveness of family firms, and contribute towards a theory of family business.

Publish:

To be announced at the conference.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.

