



## 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\_01 - Strategy, Innovation and Internationalization in Family Business

#### Proponents:

Elena Casprini, University of Siena; Alfredo De Massis, Free University of Bozen and Lancaster University; Rafaela Gjergji, Università Cattaneo - Liuc.

#### Short description:

Due to the differences between family firms (FFs) and non-FFs and the heterogeneity within FFs, this track welcomes contributions which investigate the impact of family characteristics (e.g. governance, goals, dynamics) on strategic choices (e.g. M&A, alliances, divestments, green strategies), innovation processes (e.g. open innovation, technology adoption, R&D management) and internationalization decisions (e.g. when and how entering new markets), as well as their influence on financial and non-financial performance. We encourage conceptual and empirical submissions, drawing from various theories and adopting qualitative, quantitative and mixed methods, either focusing on FFs or comparing FFs and non-FFs.

#### Long description:

The “Strategy, Innovation and Internationalization in family firms ” (SIIF) track aims to attract contributions which investigate, both theoretically and empirically, the impact of family firms (FFs)’ unique characteristics, such as influence, FFs non-economic goals and family-related dynamics (e.g. succession, divorce and primogeniture) on their strategic choices, innovation processes and internationalization decisions.

First, FFs’ unique characteristics could shape in a peculiar way their strategic decisions and, consequently, their outcomes. Topics of interest include, but are not restricted to, the following:

- Behavioural processes in family firms affecting strategic renewal
- The differences in branding strategies
- New venture creation and corporate entrepreneurship
- Adoption and implementation of green strategies
- Value creation and appropriation
- Acquisitions and post-acquisition processes (e.g. factors influencing who to acquire and how to acquire)
- Divestment or sale of FFs

Second, innovation in FFs has been more recently investigated. In particular, extant research suggests that FFs are less willing to innovate, but more able to do so, adopt diverse organizational modes, and tend to collaborate differently than they nonfamily counterparts. However, several topics are still under researched such as:

- FFs’ capabilities for open innovation (OI)



- Goal setting in FFs and their impact on innovation and related performance
- Non-economic goals and their impact on innovation and related performance
- The interplay between family dynamics and business dynamics and its effect on innovation and OI
- The underlying reasons or determinants driving ability and desirability of openness in family firms, openness choices and openness degree (measured in different ways, e.g. depth, breadth, etc.)
- Succession and transgenerational innovation in family firms
- the role of proximity on FFs' innovation performance

Third, internationalization research is very fragmented, especially with respect to what drives internationalization, such as the presence of external management and/or the dispersion of ownership, which are the entry modes that FFs should choose and the capabilities that FFs might develop.

We recommend submissions including, but not restricted to, the following broad research topics:

- impact of cultural and psychic distance on where to internationalize
- importance of family networks in internationalization modes
- the role of FF's heritage in internationalization performance
- internationalization in emerging markets

Conceptual and empirical submissions, drawing from various theories and adopting qualitative, quantitative and mixed methods, either focusing on FFs or comparing FFs and non-FFs, are welcomed.

#### **Keywords:**

family business goals  
family dynamics  
innovation and strategy renewal  
internationalization  
open innovation

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

Goal 4: Quality education.

#### **For more information contact:**

Elena Casprini - elena.casprini@unisi.it

#### **AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>