



## **Strategic Interest 04 – Family Business Research (FABR)**

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, 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.

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### **ST04\_01 Strategy and Innovation in Family Firms**

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#### **Short Description:**

The “Strategy and innovation in family firms” track aims to attract contributions which investigate, both theoretically and empirically, the impact of family influence, family business goals, socio-emotional values and family dynamics on innovation in general, open innovation in particular, strategy types and strategic renewal in family firms (FFs). The understanding of the interplay among the considered concepts and variables are especially welcomed.

We believe that investigation about family firms’ openness degree, its determinants and enabling context to foster innovation performance is particularly interesting and challenging as the “family variables”, mentioned above, could shape in an original way the openness setting.

## **Long description:**

The “Strategy and innovation in family firms” track aims to attract contributions which investigate, both theoretically and empirically, the impact of family influence, family business goals, socio-emotional values and family dynamics on innovation in general, open innovation in particular, strategy types and strategic renewal in family firms (FFs).

Open innovation (OI) is conceived as a phenomenon where firms increasingly rely on external sources of innovation, but several conceptions and practices are viable. Indeed, studies in the field admit different definitions (e.g. inbound, outbound, coupled), diverse organizational modes (e.g. partnerships, collaborations, alliances, joint ventures, corporate venturing) and different partner choices (e.g. universities, suppliers, customers). Despite the multiple nature of the phenomenon, scholars and practitioners agree that openness should be regarded as a continuum between end points of open and closed innovation, resulting in a firm’s openness degree (e.g. the extent to which firms are involved in inbound practices; the breadth and/or depth of collaboration). Thus, this has become a crucial topic of investigation and recent works have just been focused on the reasons determining a firm’s openness degree. Researched determinants are mainly firm-specific (e.g. size, innovation strategy) or are related to environmental/external factors (e.g. technological and market dynamics). Moreover, despite OI is claimed to be a great opportunity for companies, the success of such a new paradigm in terms of innovation performance is still far from being unailing and it seems strongly related to a suitable internal context (organizational and social), which must act as facilitator. Thus, this is another area of recent and still inconclusive research.

If further investigation about OI degree, determinants, context and innovation performance and their interplay is needed concerning firms in general, we believe that it is particularly urgent and challenging for FFs. Indeed, all the variables mentioned above (family influence, family goals, socio-emotional values, family dynamics, family strategy) could shape in a peculiar way the openness setting. Interest is strengthened by the fact that pioneer studies even indicate that FFs are still hesitant to make porous their firm boundaries and that FFs seem to be less open than non-family firms. However, the evidence is still controversial. Moreover, FFs seem to show a heterogeneous behaviour as some of them are open, some others really closed.

We solicit authors to submit empirical, conceptual, and literature review contributions promising in understanding the mentioned constructs in family firm contexts. Adoption of various theoretical and methodological approaches (case studies, surveys, mixed) are welcomed as well as submissions by interdisciplinary, international and mixed industry-academic teams.

Topics of interest in this track include but are not restricted to the following broad ones:

- Goal setting in family firms and their impact on innovation, open innovation and related performance
- Socio-emotional values and their impact on innovation (willingness and/or ability to innovate), open innovation and related performance
- The interplay between family dynamics and business dynamics and its effect on innovation, open innovation and strategic renewal

- The diffusion of diverse open innovation practices and organizational modes
- 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.)
- Contextual factors (managerial-organizational and social, internal and external) enabling openness effectiveness (innovation performance) in family firms
- Behavioural processes in family firms affecting innovation, open innovation and strategic renewal
- Succession and transgenerational innovation in family firms
- Innovation, open innovation and strategic renewal during the succession phase in family firms

**For more information:**

Contact the proponents above mentioned.

## Submission Deadline: 10 January 2018 (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 2018 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 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.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.