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Overview

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In this volume, we scan a sample of empirical work on family businesses – focusing on the Nordic Europe cluster. The societies in the cluster share Scandinavian culture of the ancient land of Norsemen, with their model of welfare state, common history, culture and religion, and similar languages (Gupta and Hanges, 2004). The sample of selected articles in the Nordic cluster is given in Table 1. The articles cover five countries – Denmark, Finland, Iceland, Norway, and Sweden. A diversity of research methodologies is represented – primary survey, interviews, secondary data set, and in-depth case studies.

Next, we present data on culture and socio-techno-economic work culture of the societies in the Nordic cluster, to understand the context in which the region's family businesses operate.

Geographical Context for the Nordic Cluster

Cultural Profile

We use GLOBE framework (House *et al.*, 2004) to assess the cultural profile of the Nordic Cluster. In the GLOBE framework, the cultural profile has two sets of indicators: (1) values, i.e., the aspirations of the members of a society about how their societal culture “should be”, and (2) practices, i.e., the perceptions of the members of a society about their societal culture “as is”. The scores of C.A.S.E.