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## Overview

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**I**n this volume, we scan a sample of empirical work on family businesses – focusing on the Southern Asia cluster. Southern Asia cluster is founded in the cultural sequence that spanned from ancient Persia to the modern Philippines. The region historically shared the common Vedic culture, and later absorbed Islamic and Christian influences within its boundaries. Despite the diversity of external influences, an interesting feature shared by all Southern Asian societies is their propensity to successfully assimilate external and modern influences with their indigenous cultures, and an ability to live together with different beliefs (Gupta and Hanges, 2004).

Family businesses are an important form of organization in the Southern Asia cluster. The dominant economy in the cluster is India. Gita Piramal (2000) estimated that 71 percent of market capitalization in India is attributable to family businesses. The family businesses are even more common amongst the privately held corporations.

The sample of selected articles in the Southern Asian cluster is given in Table 1. The articles cover five countries – Pakistan, India, Bangladesh, Thailand, and Indonesia. Most articles are based on in-depth case analyses.