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Conclusions – A Culturally-Sensitive Analysis of Confucian Family Businesses

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Family involvement is a critical defining characteristic of all family businesses. Though family businesses are unique repositories of their community endowments, the role of cultural and workculture factors family involvement has been studied little previously. Here, the informal, personalized and cascading nature of family involvement in Confucian Asian cultures is underscored, where family businesses diversify into new domains in order to accommodate their family members, and where friends and employees are often perceived to be a part of the family. A framework comprising of etic parameters and emic insights is formulated using findings from a sample of ten family business articles from the Confucian Asian cluster.