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## Conclusions – A Culturally-Sensitive Analysis of Eastern European 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 factors in family involvement is not well understood. In this article, the breaking-out nature of family involvement in Eastern European culture is underscored, where the entrepreneurs mobilize various types of formal and informal involvement from the immediate family members, extended family relations, and family friends, with a view to create a business for their livelihood, and then seek to build a business that may be passed on to their children by breaking out from the local embeddedness and cultivating new valuable business networks and relationships. A framework comprising etic parameters and emic insights is formulated, using findings from a sample of ten family business articles from the cluster.*