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Conclusions – A Culturally-Sensitive Analysis of Germanic 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 work culture factors in family involvement has not been previously studied. In this article, the idealized nature of the family involvement in Germanic cultures is underscored, where the family business is glorified by the families and the communities, and family involvement in the family business—in terms of the control over ownership, management, and governance, in terms of the involvement of the male as well as female members of the family, and in terms of the continuity of this involvement over generations—is associated with family prestige. A framework comprising of etic parameters and emic insights is formulated, using findings from the sample of ten family business articles from the cluster.