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## **Conclusions – A Culturally-Sensitive Analysis of Nordic 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 equilibrating nature of the family involvement in Nordic cultures is underscored, where the wife balances the risk profile of her husbands' initiatives, the mother mediates the conservative family business culture and with the risk aspirations of their children. Such family involvement enables the family business to provide security to the family in a hostile environment, and rejuvenation to the traditional sectors of the economy. A framework comprising etic parameters and emic insights is formulated, using findings from a sample of ten family business articles from the cluster.*