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## **Conclusions – A Culturally-Sensitive Analysis of Southern Asian 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 undivided nature of family involvement in the Southern Asian culture is underscored, where the shares of the individual family members remain unspecified. A framework comprising of etic parameters and emic insights is formulated, using findings from the sample of ten family business articles from the Southern Asian cluster.*