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## Conclusions – A Culturally-Sensitive Analysis of Sub-Saharan 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. This article underscores the household nature of the family involvement in Sub-Saharan cluster, where the family members operate their own independent – though complementary and inter-related – lines of business to maximize household revenues. Family members share the capital of the family household and learn its crafts, but generally do not compete for succession, unless they have acquired superior external education and experience to be able to substantively enhance the family business. A framework comprising of ‘etic’ parameters and ‘emic’ insights is formulated, using findings from the sample of ten family business articles from the cluster.*