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Conclusions – A Culturally-Sensitive Analysis of Gender in Family Business

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Family involvement is a critical defining characteristic of all family businesses. Though women are an integral part of the family, the roles and contributions of this “other half” of the family often remain invisible – both in practice as well as in literature. Here, the forces contributing to the traditional invisibility of women in family business are examined, along with the forces enabling a growing engagement of women over a more recent period. Various culturally-sensitive forms of engaging women members of the family in business are presented, using a scan of materials on family business in different regional cultures of the world. Distinguishing characteristics of women’s power in family businesses are identified. The conditions required for successfully engaging women in family businesses across different cultures are noted.