

12

Conclusions – A Culturally-Sensitive Analysis of the Latin American Family Businesses

*Vipin Gupta, Nancy Levenburg, Lynda L Moore,
Jaideep Motwani and Thomas V Schwarz*

Family involvement is a critical defining characteristic of all family businesses. Though family businesses are unique repositories for their community endowments, the role of cultural factors in family involvement is not well understood. In this article, the co-opted nature of family involvement in the Latin American culture is underscored, where non-family members are co-opted into the family sphere through marriage or social relationships, when the business needs so demand. A framework comprising of etic parameters and emic insights is formulated, using findings from a sample of ten family business articles from the cluster.