

## **Family Business in Sub-Saharan Africa Versus the Middle East**

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*This paper examines the impact of culture on family businesses in two regions of Africa: sub-Saharan Africa and the Middle Eastern region. Nine cross-culturally comparable “etic” dimensions are used to assess characteristics of family firms in both regions, based on the Culturally-sensitive Assessment System and Education (CASE) project. Overall, the characteristics of family businesses in the regions are associated with their distinctive cultures. Several commonalities are found; however, the observed differences suggest directions for the African family businesses to become the engines for national and regional development. Implications for further research and for practice are identified.*

**KEYWORDS** *comparative analysis, culture, family business*

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