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Martedì 9 maggio | 15:00 - 16:30

An Exploration of Family Business Branding in the last 15 years.

Abstract:

In the last five years there has been an increased interest in exploring family business brands and the branding process. This is a big difference from what was happening 15 years ago when we joined the field. In this presentation we will take you through our journey in understanding Family Business Brands, what we have learned and important avenues for future research.

Giovedì 11 maggio | 10:00 -11:30

Insights into preparing the next generation family business leaders: What we know and what is missing.

Abstract:

Continuity (i.e., the capability to sustain the family and business across generations) is one of the goals that family businesses pursue. Although there are many factors that can play a role in achieving this continuity goal (e.g., succession, firm performance, family interactions), the willingness and the ability of next generation family members can be critical in helping the business family remain active in the management of their business. This relevance of next generation members has resulted in practitioner and academic work that has tried to understand two general issues: (1) what do next generation members need to be proficient at so they can be successful when they become the leaders of the family firm? And (2) how do they gain this knowledge? This presentation will review some of what we know in answering these two questions, and some areas that we still need to understand to help business families in this process.



Curriculum Vitae

