



LIVING FOREVER?

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RESEARCH QUESTIONS

What are the determinants of the longevity of family businesses in Spain?

Which factors explain, in the long term, family business success or failure?

FAMILY BUSINESS: CURRENT DATA



PREVIOUSLY ON FAMILY BUSINESS STUDIES...

Spain and worldwide

Keys to modernisation that can also be determinants of longevity in Spain:

- Capacity for innovation
- Training in new management techniques
- Diversification
- Influence on the institutional framework
- Embeddedness

Puig and Fernández, 2008, 2009; Colli, 2011

In this dissertation project we would like to pay special attention to Spanish innovation in line with the contributions of Ortíz-Villajos and Sotoca (2013 and 2018) and Ortíz-Villajos (2017), which closely correlate this factor to longevity.

Tápies (2009) study with 2,200 Spanish companies analysed → survival rate:

- Non family firms: 32 years
- Family firms: 37 years

Determinants of family business longevity (worldwide):

- Flexibility
- Ownership and management models
- Experience
- Long-term learning

Church, 1993; Jones and Rose, 1993; Colli, Fernández and Rose, 2003; Sharma, 2004

METHODOLOGY AND SOURCES

Quantitative:

- Database from biographies (family and non-family firms): Torres Villanueva, 2000, 2017; Parejo Barranco, 2011; Carmona Badía, 2009; Cabana i Vancells, 2006.
- 19th century to the present day.
- Synthetic success index including:

- Size of the company
- Number of sectors
- Longevity of the business enterprise
- Exporting activity
- Multinational

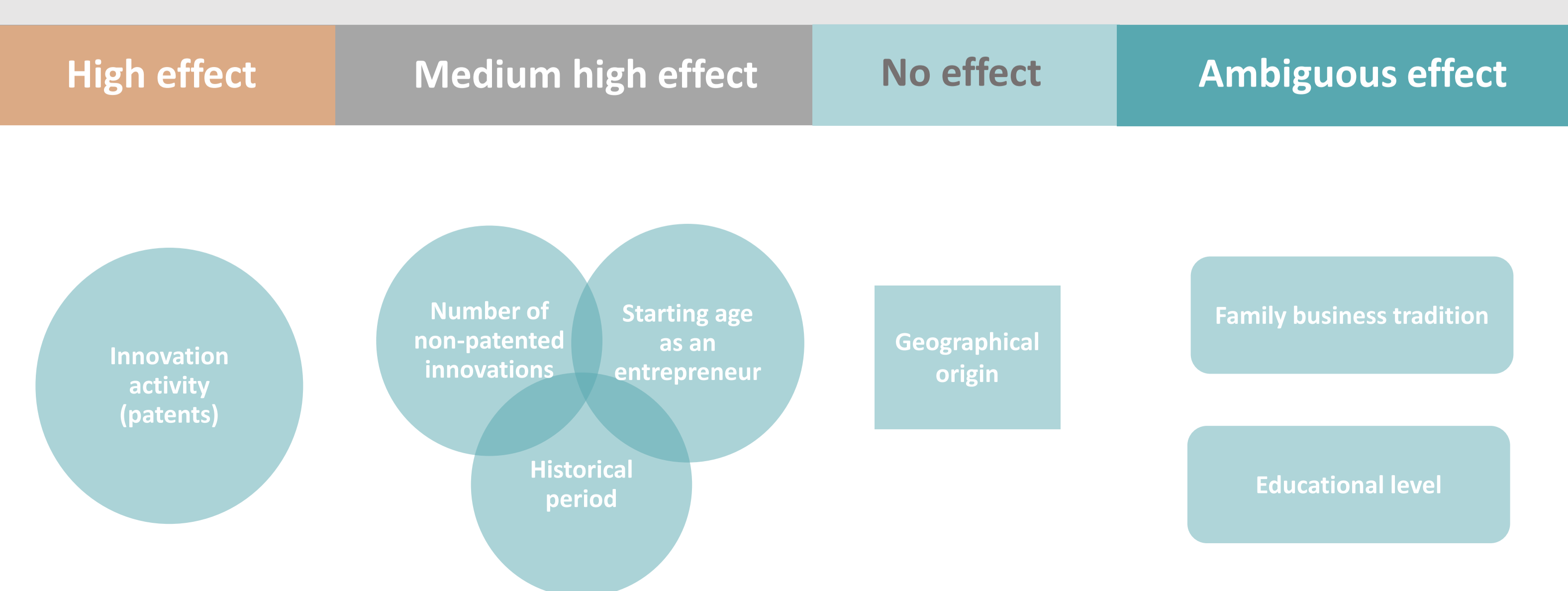
Qualitative:

- Comparative study of relevant and long-lived cases.
- Case method provides:
 - more dynamic theories (Hoang and Antoncic, 2003).
 - useful if they are representative for research objective (Yin, 2009).
 - in-depth understanding of entrepreneurial dynamics (Dodgson, 2011).

Challenges:

- What defines success/failure?
- How to measure technical complexity?
- How to measure innovation?

PRELIMINARY RESULTS: DETERMINANTS OF SUCCESS (SCALE)



FOLLOWING STEPS...

