



 **STEP PROJECT**  
**GLOBAL CONSORTIUM**  
FOR FAMILY ENTERPRISING

# GLOBAL **FAMILY** BUSINESS **SUMMIT**

15 | 17 May 2024  
Lloyd's Baia Hotel, Vietri sul Mare (SA)  
**AMALFI COAST, ITALY**

## THE PATHWAY TO GOOD

Sustaining Family Business  
Legacy for Wellbeing



UNIVERSITÀ DEGLI STUDI  
DI SALERNO



DIPARTIMENTO  
DI SCIENZE AZIENDALI  
MANAGEMENT  
& INNOVATION SYSTEMS



OSSERVATORIO DELLE IMPRESE  
E LABORATORIO VIRTUALE  
SUL FAMILY BUSINESS



CONFINDUSTRIA  
SALERNO



**AIDAF**  
ITALIAN FAMILY BUSINESS



## DESCRIPTION

Set amidst the stunning backdrop of the Amalfi Coast, Italy, the STEP Project Global Consortium Global Family Business Summit 2024 welcomes family business scholars, family owners and next gen members, and practitioners to engage in a transformative discourse on **“THE PATHWAY TO GOOD”** – *Sustaining Family Business Legacy for Wellbeing*.

The Summit delves into how legacy, often seen as the bedrock of family businesses, intersects with wellbeing – a topic of increasing relevance

in today's fast-paced business and societal landscape. It explores how family businesses worldwide can fuse these elements with business practices to create a sustainable legacy that transcends generations.

The **“THE PATHWAY TO GOOD”** represents a journey, much like the winding routes through the breathtaking Amalfi Coast, guiding us back to our roots and heritage. It's a path of exploration and discovery that could pave the way to enhanced wellbeing on personal, familial, organizational, and societal levels. By embracing our origins and heritage, we uncover the potential to foster a more profound sense of wellbeing that radiates outward, impacting not just ourselves and our family businesses, but society as a whole.

Through a series of insightful keynotes, workshops, panels and discussions, the Summit will explore various core family business topics such as succession, family governance, innovation, sustainability, internationalization, financing and conflict management, among others. These discussions aim to inspire participants to re-evaluate and reshape their understanding of family business dynamics in light of promoting wellbeing and sustainability.

This unique platform brings together academia and industry, fostering an enriching exchange of insights, experiences, and perspectives. By participating in the Summit, academics can stay at the forefront of the latest research trends, while family business owners and practitioners can gain invaluable insights into successfully navigating the complexities of running a family business.

Next year's Summit is a must-attend event for those aspiring to contribute to build a resilient, sustainable, and wellbeing-focused family business legacy. It invites participants to not just preserve their legacy and heritage but to enrich it, turning family businesses into catalysts for good, well-being, and positive societal impact.



## TRACKS

### **General Track: The Pathway to Good: Sustaining Family Business Legacy for Wellbeing**

We invite contributions exploring how family businesses integrate wellbeing into their organizational culture and practices. These could include papers on strategies for enhancing the wellbeing of stakeholders, promoting sustainability, and preserving family business legacy. Papers focusing on ESG, CSR, non-economic goals are also welcomed in this track.

### **Track 1: The Succession Odyssey**

This track welcomes submissions disentangling the complexities and dynamics of succession in family firms. We are interested in papers exploring strategies for succession, dealing with resistance, preparing the next generation, and managing transition-related conflicts.

### **Track 2: The Family Governance Compass**

We seek papers that focus on governance models in family firms, exploring how family influence shapes decision-making processes, the balancing of family and business interests, and the role of non-family members in governance.

### **Track 3: Entrepreneurship in Family Firms**

Contributions to this track examine the entrepreneurial spirit and initiatives within family businesses. Submission on entrepreneurial orientation, transgenerational entrepreneurship, and venture creation in the context of family firms are welcomed.

### **Track 4: Conflict Management in Family Firms**

We welcome submissions that delve into conflict identification, preventive strategies, and resolution techniques within family businesses. Topics may include managing intergenerational disagreements, balancing business and family roles, and mediating conflicts.

### **Track 5: The Role of Family Psychology for Family Firms**

In this track, we invite papers that delve into the application and implications of family psychology within family businesses. Contributions could provide insights into fostering healthy relationships, enhancing communication, and promoting mental wellbeing in family firms.

### **Track 6: Family Dynamics, Emotions, and Values**

We welcome papers investigating the role of emotions and values in shaping business practices and outcomes. Topics can include emotional ownership, transgenerational value transmission, and the balance between emotional and financial decisions.

### **Track 7: Diversity and Gender Equality in Family Firms**

Papers in this track should address the importance of diversity and gender equality in family businesses. We seek studies exploring initiatives for promoting inclusivity, women's roles and challenges, and the impact of diversity on family business dynamics.

### **Track 8: Leadership Awareness and Styles in Family Firms**

This track invites submissions examining various leadership styles within family firms, the implications on business performance, and the influence of family dynamics on leadership approaches.

### **Track 9: Family Firms Amid COVID-19**

Submissions should focus on how family firms have responded to, survived, and emerged from the COVID-19 pandemic. We are interested in studies on crisis management, resilience strategies, and post-pandemic recovery in family businesses.

## TRACKS

### Track 10: The Internationalization of Family Firms

This track invites papers discussing the processes, challenges, and impacts of family firms' internationalization efforts. We are interested in studies exploring cross-cultural challenges, global expansion strategies, and the role of family in international business.

### Track 11: Growth Strategies of Family Firms

We seek papers examining growth strategies in family firms, including diversification, mergers and acquisitions, and partnerships among others. Discussions around balancing family control and business growth are particularly welcome.

### Track 12: Innovation in Family Firms

Contributions should discuss how family firms drive innovation, including strategies, barriers, enablers, and impacts on family firms' performance.

### Track 13: Digitalization of Family Firms

Papers in this track should explore the digital evolution of family firms, from strategy development and adoption challenges to the impact on business operations and competitive advantage.

### Track 14: Family Firms' Financing and Asset Management

We invite papers delving into the financing decisions of family firms, including capital structure, internal vs. external financing, investor relations, and the impact on family control and business growth. Contributions focusing on asset management, investment evaluation and family office are also welcomed in this track.

### Track 15: Accounting Practices in Family Firms

This track welcomes submissions on unique accounting practices in family firms. Topics can include financial transparency, the intersection of family values and accounting practices, and the influence on business performance and sustainability.

## CALL FOR ABSTRACTS

### INSTRUCTIONS FOR ACADEMICS/SCHOLARS CALL FOR ABSTRACTS

*Submission of Proposals/Abstracts  
(deadline January 8, 2024)*

[SUBMIT HERE](#)

The submission should contain in one single document:

**a cover page:** the title of the proposal, authors' names, affiliations, addresses, telephone, and email  
**an extended abstract/body of the proposal,** single-spaced, in Times New Roman font size 11, of max. 5 pages (including references).

The abstract should clearly highlight the following aspects:

- research question/gap
- theories used
- research method
- contribution to research
- contribution to practice

### INSTRUCTIONS FOR JUNIOR SCHOLARS CALL FOR ABSTRACT

*Submission of Proposals/Abstracts  
(deadline January 8, 2024)*

[SUBMIT HERE](#)

During the Global Family Business Summit 2024, the SPCG and the University of Salerno will also co-host the SPGC PH.D. AND JUNIOR FACULTY DEVELOPMENT DAY to boost their research methods, competence, and outcomes.

Interested young scholars should send a proposal of their current or most promising research paper, containing (in one single document):

**a cover page:** the title of the proposal, authors' names, affiliations, addresses, telephone, and email  
**an extended abstract/body of the proposal,** single-spaced, in Times New Roman font size 11, of max. 5 pages (including references).

The abstract should clearly highlight the following aspects:

- research question/gap
- theories used
- research method
- contribution to research
- contribution to practice





**For registration:** <https://spgc2024.exordo.com/login>

**For more information:** <https://spgcfb.org/global-summit-2024>

Registration fees	Full fees	Discounted fees <sup>1</sup>
<b>Early bird</b> by February 28, 2024 (Paris time)	435.00€	385.00€
<b>Regular</b> by March 28, 2024 (Paris time)	485.00€	435.00€
<b>Late</b> by April 28, 2024 (Paris time)	535.00€	485.00€

1- For SPGC Affiliates – Confindustria members – AIDAF members – AIDEA members.

## Organization Committee

Carmen Gallucci  
*chair*

Rosalia Santulli  
*co-chair*

Stefania Rinaldi

Andrea Calabrò

Arpita Vyas

Riccardo Tipaldi

## ORGANIZERS



## SUPPORTER

