

Syllabus: Family Firm Internationalization (4ECTS) WS2020 (040152)

Course Instructor:

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Course Description and Objectives

This course provides students with theoretical frameworks of how to work entrepreneurially and professionally, in and with family firms, and manage effectively the unique challenges that these organizations face when operating in the international context.

Family firms are the most ubiquitous form of business organization globally and the enduring influence of families on business and society is an essential part of the backbone of any world economy. Family businesses are different from any other profit-seeking organization due to the family's influence on the firm's strategic goals, governance structures and competitive resources. We will consider how aspects such as ownership, succession, sibling rivalry and relationships with non-family members affect the international strategic choices of family firms in terms of entry modes, location choices, strategic partnerships, processes and post-entry dynamics. Consistently with its practice-oriented nature, this course will include also guest lectures from family business leaders, consultants and experts, in order to foster interactions between the students and the entrepreneurial community.

By the end of the course, students should be able to:

- Understand the unique strategic and managerial challenges for family firms operating internationally.
- Identify strengths and weaknesses of family firms in the international context.
- Critically appraise how family heterogeneity in terms of family structures, functions, interactions and events affect family firm internationalization choices.
- Consider the different strategic drivers of family business behaviour at international level.
- Comprehend how the factors occurring over time to the family and the business affect internationalization process and outcomes.
- Evaluate how contextual factors, such as institutions, market and industry contingencies affect family firm internationalization.

Course Textbook and Additional Readings:

Exam preparation material.

The study material is based on the following papers, as described in details in the syllabus. Moreover, at the end of each lesson, slides in .pdf format will also be provided and will be part of the exam preparation material.

1. Arregle, J. L., Duran, P., Hitt, M. A., & Van Essen, M. (2017). Why is family firms' internationalization unique? A meta-analysis. *Entrepreneurship Theory and Practice*, 41(5), 801-831.

2. Arregle, J. L., Hitt, M. A., & Mari, I. (2019). A missing link in family firms' internationalization research: Family structures. *Journal of International Business Studies*, 50(5), 809-825.
3. Banalieva, E. R., & Eddleston, K. A. (2011). Home-region focus and performance of family firms: The role of family vs non-family leaders. *Journal of International Business Studies*, 42(8), 1060-1072.
4. Debellis, F., De Massis, A., Petruzzelli, A. M., Frattini, F., & Del Giudice, M. (2020). Strategic agility and international joint ventures: The willingness-ability paradox of family firms. *Journal of International Management*.
5. Debellis, F., Rondi, E., Plakoyiannaki, E., De Massis, A. (2020). Riding the waves of family firm internationalization: A systematic literature review, integrative framework, and research agenda. *Journal of World Business*, forthcoming.
6. Fang, H., Kotlar, J., Memili, E., Chrisman, J. J., & De Massis, A. (2018). The pursuit of international opportunities in family firms: Generational differences and the role of knowledge-based resources. *Global Strategy Journal*, 8(1), 136-157.
7. Hennart, J. F., Majocchi, A., & Forlani, E. (2019). The myth of the stay-at-home family firm: How family-managed SMEs can overcome their internationalization limitations. *Journal of International Business Studies*, 50(5), 758-782.
8. Kano, L., & Verbeke, A. (2018). Family firm internationalization: Heritage assets and the impact of bifurcation bias. *Global Strategy Journal*, 8(1), 158-183.
9. Sciascia, S., Mazzola, P., Astrachan, J. H., & Pieper, T. M. (2012). The role of family ownership in international entrepreneurship: Exploring nonlinear effects. *Small Business Economics*, 38(1), 15-31.
10. Sestu, M. C., & Majocchi, A. (2020). Family firms and the choice between wholly owned subsidiaries and joint ventures: A transaction costs perspective. *Entrepreneurship Theory and Practice*, 44(2), 211-232.

Optional Reading (books)

- De Massis, A., Sharma, P., Chua, J. H., & Chrisman, J. J. (2012). *Family business studies: An annotated bibliography*. Edward Elgar Publishing.
- Zellweger, T. (2017). *Managing the family business: Theory and practice*. Edward Elgar Publishing.

Course Evaluation:

Exam preparation material.

The examination is structured in three parts:

1. Midterm examination: Case study to be solved individually (20% of the final grade)
2. Final exam: Open-ended questions covering the whole content of the course (45%)
3. Report and Presentation of a Group project - further details will be discussed on lecture 1 (35%)

Course policies and useful information:

- All lectures take place online Wednesday 13.15 to 14.45 – Please see all information in Moodle.
- Both the course and the exams will be held in **English**.
- During the course there will be two lessons with entrepreneurs of international family firms that will be used to observe “on the pitch” some concepts that we will face during the first theoretical lessons. The practical cases discussed with the entrepreneurs may also be part of the open-ended questions of the final written exam.

- Students wishing to take this course *must register via u:find/u:space* (with points) during the registration period. The maximum number of participants is 50.
- Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is **October 31**. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on October 7th 2020 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage and Moodle for any changes in dates/times or way of connecting online.

SESSIONS	AGENDA	REFERENCE READINGS
(1) 7 Oct 2020	Introduction to course, definition of family firm, strengths and weaknesses of family firms in the international context.	Arregle et al. 2017 ETP Debellis et al. 2020 JWB
(2) 14 Oct 2020	Governance of international family firms	Sciascia et al. 2012 SBE Kano & Verbeke, 2018 GSJ
(3) 21 Oct 2020	Goals, strategy and performance of international family firms	Banalieva & Eddleston 2011 JIBS Hennart et al. 2019 JIBS
(4) 28 Oct 2020	Location and entry mode choices by internationalising family firms	Debellis et al. 2020 JIM Sestu & Majocchi 2020 ETP
(5) 4 Nov 2020	Organizational issues in international family firms	Arregle et al. 2019 JIBS Fang et al. 2018 GSJ
(6) 11 Nov 2020	<i>Midterm Exam</i>	
(7) 18 Nov 2020	Guest lecture (1)	
(8) 25 Nov 2020	Guest lecture (2)	
(9) 2 Dec 2020	Recap/summary	
(10) 9 Dec 2020	<i>Final exam</i>	
(11) 20 Jan 2021	<i>Group presentation (1)</i>	
(12) 27 Jan 2021	<i>Group presentation (2)</i>	