

## Content:

During the last century technological change, political turmoil, and above all the globalization of businesses have been difficult experiences for traditional and new family firms. Traditionally endurance and transformation of large family firms have been studied through isolated case studies at the national or regional level, which have provided a wealth of empirical evidence.

However, there have been internal and external changes that have affected in a similar way large firms across the planet which have very rarely been analyzed in a comparative way. Among the most outstanding changes one should note the professionalization of management, the incorporation of women as C.E.O.s of the firms, the creation of new financial tools like family offices and special investment tools within or outside the stock market, the creation of new educational institutions at a global scale, the internationalization of businesses, and the promotion of global networks of information and knowledge exchange. Information costs and conflict resolution within and outside large family firms have thus changed in scale and scope in a process that is peculiar and different when compared to non family firms.

The analysis of this process of change and transformation has received quite a lot of attention by leading consultants in family firms in the US and Europe, and business historians, though they have often worked in separate scientific spheres. This workshop is one of the first opportunities to establish an interdisciplinary dialogue among these scholars, whose main objective is to promote cross fertilization of concepts and ideas in order to reach a better understanding of complex long-term processes of adaptation and survival of large family firms in different parts of the world. Debates will also help design a potential book to be edited by an international publisher.

### Scientific Organization:

Members of the "Network of Interdisciplinary Research in Family Firms" (NIRFF) Paloma Fernández Pérez, Departament d'Història i Institucions Econòmiques & ICREA Researcher, Universitat de Barcelona (palomafernandez@ub.edu) and Andrea Colli, Istituto di Storia Economia and Management Department, Università Bocconi (andrea.colli@uni-bocconi.it)



### Venue:

Room: Sala de Junes  
Building: Facultat d'Economia i Empresa, Universitat de Barcelona, Diagonal 696,  
08034 Barcelona, Spain, tel. 34 93-402 44 77  
[www.ub.edu/ubicat/mapes/economiques.html](http://www.ub.edu/ubicat/mapes/economiques.html)  
[www.ub.edu/histeco/cat/inici.htm](http://www.ub.edu/histeco/cat/inici.htm)

### Hotel for participants:

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# Global Revolution Endurance and Transformation of Large Family Firms in the World

Facultat d'Economia i Empresa  
Universitat de Barcelona  
30 October 2009

## Workshop

## PROGRAM

**9:30-10:00 Welcome address** by the Dean of the Faculty of Economics and Business of Universitat de Barcelona Elisenda Paluzie, the Director of the Center of Studies in Economics Antoni de Capmany Carles Sudrià and the Director of the Spanish Institute of Family Firms (IEF) Fernando Casado.

**10:00-10:30 Conference** “Challenges to the Family Firm in a Global World” by Spanish family firm owner Antonio Gallardo Ballart (Vicepresident Laboratorios Almirall, and President of the Catalan Association of Family Firms)

### 10:30- 11:00 Coffee Break

**11:00-11:15 Introduction**, by organizers Paloma Fernández Pérez from Universitat de Barcelona and Andrea Colli from Università Bocconi.

### 11:15-11:35 Definitions and Typologies

- Carlo Salvato and Pramodita Sharma, “Family Firms around the world: Definitions, typologies, and longevity”

### 11:35-11:55 Quantification

- Andrea Colli, “Large Family Firms in modern economies: a quantitative assessment”

### 11:55-12:15 Finances

- Christopher Kobrak, “Family Governance: Finance and Value Creation”

### 12:15-12:35 Innovation

- Jari Ojala and Hans Sjögren, “Innovation, organization and investments in family firms”

### 12:35-12:55 Internationalization

- Esteban García-Canal and Mauro F. Guillen, “Family Firms and the New MNEs”

### 12:55- 13:30 Debate and Discussion

### 13:30-15:30 Lunch

### 15:30-15:55 Values

- Josep Tàpies and Lucía Ceja, “The importance of values in family-owned businesses”

### 15:55-16:15 Cultural Diversity

- Vipin Gupta, “Cross-cultural deconstruction of enduring large family firms”

### 16:15-16:35 Gender

- Christine Blondel and Marina Niforos, “The evolution of the role of women in succession, across cultures”

### 16:35- 16:55 Training and Networking at a Global Scale

- Paloma Fernández Pérez and Nuria Puig, “A global revolution in training and networking: the emergence of family firm studies in the world”

### 16:55-17:30 Debate and Discussion

### 17:30-18:00 Concluding Remarks

## ATTENDING PARTICIPANTS:

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