

Long-term Orientation Of Family Firms

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Recently, firms have been criticized for focusing too strongly on the short term and for neglecting investments in assets and capabilities required for long-term success, such as investments in R&D or in employee training. Family firms are considered to be different. They are commonly assumed to be more long-term oriented than comparable non-family firms. Joern Block analyzes this phenomenon in more detail and investigates whether and under which conditions family firms pursue more long-term oriented strategies than other firms. To this end, he compares R&D activities, downsizing practices and executive compensation of family firms with those of non-family firms. He also develops a theoretical model of how to pay a non-family manager who works in a family firm. EAN/ISBN : 9783834984128 Publisher(s): Gabler Discussed keywords: Familienunternehmen Format: ePub/PDF Author(s): Block, Joern

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