

Los valores del fundador y su influencia en la empresa familiar en Galicia

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Abstract

Family firms are commonly associated with a traditional way of doing business, however, this thesis shows the heterogeneity among first-generation family firms by building a taxonomy of four groups of founders based on values.

Qualitative data were obtained from in-depth interviews with 13 founders of leading family businesses in Galicia (the north-west region of Spain), non-participant observation and published secondary data regarding their firms and their entrepreneurial and family life.

Atlas.ti was used to codify founders' values from the full transcriptions of their interviews. By moving the codes-primary document contingency table to SPSS, it was able to visually explore the relationship between codes (values) and primary documents (family firm's founders) with the aid of Multidimensional Scaling Technique. Then it was used a hierarchical agglomeration algorithm to form a taxonomy of founders. Finally we returned to Atlas.ti and analyzed the influence of founders' values on their families, their organizations and the evolution and performance of their firms.

We obtained different patterns of behaviour according to founders' values. These results point out the relevance of identifying founders' value systems in order to understand the founders' influence on family business behaviour. This value profile can be a valuable tool for family business owner-managers and advisors to identify and promote values that add value to firms without compromising next-generation family firm development.