

Family Entrepreneurship & Society Chair



UNIQUE EXPERTISE IN FAMILY ENTREPRENEURSHIP

The Family Entrepreneurship & Society Chair was created in 2013 with the impetus of the family firm Fleury Michon, the major groups EY and CIC, and in partnership with the Medef Vendée (leading network giving French companies direct access to public & private decision & policy makers). The strength of this initial dynamic attracted new partners such as the family business Europcar Atlantique (Groupe Sepamat), the Pays de la Loire Région and CCI Pays de la Loire (organization which represents the interests of commercial, industrial and service companies).

The Chair's mission is to consolidate sustainability and support the growth of family businesses by developing **innovative and practice-relevant research projects, training programs and dedicated events** in order to confront the academic dimension to the expertise and experience of stakeholders.



STEP Team.

INTERNATIONAL RECOGNITION

The Chair's expertise is nationally and internationally recognized. By integrating the global Successful Transgenerational Entrepreneurship Practices (STEP) network in 2016, the Chair has become France's pilot of a team of sixteen researchers from different universities and business schools. This network aims to improve our understanding of the issues and challenges of family firms in order to maintain and consolidate their identity (DNA, values, emotional wealth) while simultaneously continuing to grow and compete on international markets.

A PSYCHOSOCIOLOGICAL PERSPECTIVE ON THE IDENTITY AND TRANSMISSION OF FAMILY BUSINESSES

We are experts in the social psychology of family firms, cognitive and behavioural governance and we study the entrepreneurial dynamics of business families and family firms. Our main research questions are:

- How to reconcile growth and international development while maintaining family values?
- How do business families maintain and share the values and identity of the family business from one generation to the next?
- How do business families anticipate and prepare the management and ownership transfer of the family business to younger generations?
- How can each generation develop new entrepreneurial projects, within or outside of the context of the family business, by finding new sources of growth?

OUR ACTIVITIES



ANALYZE

- Research and publications
- Case studies
- Barometer of family businesses (Pays de la Loire)
- National Observatory for family entrepreneurship



EXCHANGE

- Workshops
- Thematic conferences
- Participation in networks related to family business



TRAIN

- **Adult Education**
The "Future family business leader" program
- **Major Entrepreneurship**
Course dedicated to family business



COMMUNICATE

- **Website chair**
Find us at entrepreneuriat-familial.audencia.com
- **Newsletter**
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Miruna Radu-Lefebvre is a Professor in Entrepreneurship at Audencia and holds the Chair «Family Entrepreneurship and Society» at Audencia since June 2013. She holds an HDR in Management Sciences and a PhD in Social Psychology of Communication. Miruna Radu-Lefebvre is an APM expert on leadership transfer in family businesses and she is the French pilot of the STEP (Successful Transgenerational Entrepreneurship Practices) team. For the past eighteen years, Miruna Radu-Lefebvre has been carrying out research activities in France and abroad. Her most recent publications concern leadership transfer in family businesses, the legitimacy and emancipation of family successors, the emotional ambivalence of successors, as well as family dynamics in a context of succession.



Vincent Lefebvre

Associate Professor



Ameline Bordas

Research Analyst

SPONSORS AND BUSINESS PARTNERS



*Permanent guest of the Steering Committee

CONTACT

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never stop
daring

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