

Family Entrepreneurship & Society Chair



THE ONLY RESEARCH CHAIR SPECIALISED IN FAMILY
ENTREPRENEURSHIP IN FRANCE

WHO WE ARE?

The [Family Entrepreneurship & Society Chair](#) was created in 2013 with the impetus of family firm Fleury Michon, major groups EY and CIC, and in partnership with 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 family business Europcar Atlantique, the Pays de la Loire Regional Council and CCI Pays de la Loire (Regional Chamber of Commerce).

The Chair's mission is to consolidate sustainability and support the growth of family businesses by developing innovative and **practice-relevant research projects**, **training programmes** and **dedicated events** for family business owner-managers, successors, and family members.

Our positioning is expressed through three convictions that irrigate our decisions and actions:

- To strengthen the sustainability and growth of family businesses, we believe that family firms must maintain and transmit their entrepreneurial mindset, values and identity over time;
- To secure intergenerational transmission, we believe that family firms must develop the entrepreneurial mindset and skills of young family members;
- In order to secure intergenerational success of the family business, we believe that young family members become motivated and committed shareholders, potential successors, or initiators of new business units if the previous generations authorise them to elaborate new entrepreneurial projects relative to the family firm (launch new products and services, open new markets, internationalise the business, transform the business model, etc.).

INTERNATIONAL RECOGNITION

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

[For more information, [look at this video](#)]



We are currently organising the next edition of the EIASM family business workshop that will take place at Audencia, Nantes, in May 2019. More than 100 international researchers will attend the 15th edition of this event and present their papers and work-in-progress on the topic of family business, growth and sustainability.

RESEARCH FOCUS

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?



ABOUT US

Miruna Radu-Lefebvre

Miruna Radu-Lefebvre is a Professor in Entrepreneurship at Audencia Business School and holds the Chair Family Entrepreneurship & Society. She holds a PhD in Social Psychology of Communication and an HDR in Management Science. Her research interests include the transmission of family firms, leadership and mentoring in family firms, and entrepreneurial intentions of youth. Her works have been published in refereed journals such as *Entrepreneurship and Regional Development*, *Futures*, *the International Journal of Entrepreneurial Behavior and Research*, and the *Journal of Enterprising Culture*.



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