



# Family Entrepreneurship and Society Chair

## About us

### Who we are

The Chair Family Entrepreneurship and Society is dedicated to serving family businesses and business families in the west of France.



**Miruna Radu Lefebvre**

Professor

Holder of the the Chair Family Entrepreneurship and Society  
Director of the RnB Lab, Research laboratory of Audencia- Ecole  
Centrale

Miruna, Professor at Audencia, holds a HDR (habilitation to direct research) in Management Science and a PhD in Social Psychology of Communication. Over the past fifteen years she has published peer reviewed articles, book chapter and books in France and Internationally. Her most recent works relate to family firm transition, leadership and mentoring.

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**Kathleen Randerson**

Associate Professor

Kathleen joined Audencia and the Chair in September 2016. She earned her PhD, dedicated to corporate entrepreneurship, at the University of Grenoble. She has since developed, with an

international team, a research stream “Family Entrepreneurship” that focuses on the entrepreneurial behaviors of family businesses, business families, family business groups and the members of these groups. She has published in French and English language peer reviewed journals such as M@n@gement, la Revue Française de Gestion, Management & Avenir, Journal of Family Business Strategy, Entrepreneurship and Regional Development, Futures, and the International Journal of Entrepreneurship and Small Business. She has published several book chapters and two books specifically dedicated to Family Entrepreneurship. Kathleen is also visiting professor at the University of Bergamo, Italy and affiliate researcher at EMLyon, where she coordinated the STEP (Successful Transgenerational Entrepreneurship Practices) initiative from 2014-2016.

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**Noémie Lagueste**

Research Analyst, Department of Academics  
Research and Business Pole

Noémie is research analyst in the Pole Research and Business. Since 2013 she has been working on questions related to family firm transmission and durability.

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**Marine Gouëdard**

PhD candidate

Marine is PhD candidate at Audencia and the University of Nantes (LEMNA) since 2013. Her research interests include entrepreneurship, innovation, and more specifically her doctoral work is dedicated to the relationships between innovation and networks in family businesses.

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# What we do

The Chair Entrepreneurship and Society 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 French professional association of top managers and owner-managers). The strength of this initial dynamic attracted new partners such as the family business group Dubreuil, Europcar Atlantique (Groupe Sepamat) and the department Council of la Vendée.

Our mission is to consolidate the durability and support the growth of family firms through the development of research dedicated to questions related to management in family firm, the conception and organization of training programs adapted to their needs, and the organization of events aiming to link the academic dimension to the experience and expertise of the actors themselves.

## **Our research themes**

*Some of the questions we ask*

How can business families and family businesses identify, share, and maintain the values and identity of the family firm across generations?

How can business families and family businesses anticipate firm transmission from one generation to the next?

How can family businesses attract and integrate non-family talent?

How can each generation find drivers of growth, while maintaining the values and identity of the firm?

## **Our vision:**

Family firms, representing 83%, are the form the most widespread in France today. Supporting the durability of these firms but also the retention of their decision centers in our region is a major economic and societal issue. Preparing the entrepreneurial succession locally contributes to strengthening the economic fabric and accelerating the growth of family firms.

## **Our mission:**

Accompany the durability and competitiveness of the family firms of the “Grand Ouest”. Develop innovative research, offer appropriate support and tailor adapted training sessions. The Chair is a hub of *research, of sharing knowledge and disseminating good practices.*

## **Our goals:**

Strengthen the legitimacy, the visibility and the attractiveness of family businesses towards stakeholders of the firm, public authorities, teachers and trainers, as well as academics. Explore transversally questions related to transmission, leadership, governance and talent management.

## Our expertise:

Identity and image of the family firm  
Transmission of the family firm (psychological and relational aspects)  
Leadership of the family firm  
Development of the family firm as entrepreneurial model

## Our outreach activities include:

- Workshops
    - o October 2013: “ETIs in France at the heart of a new growth dynamics?”
    - o December 2013: “How can an entrepreneurial vision and a patrimonial vision be reconciled?”
    - o February 2014: “The image of Family Businesses”
    - o May 2014: “Are Family Firms more sustainable?”
    - o Thematic meetings: Transmission seen by youth”
  - Open door with three -conferences (November 2015)
    - o Endurance and sustainability
    - o Innovative practices in family businesses
    - o When emotions get in the way: the challenge of a successful transmission
  - Yearly events
    - o July 2014: transmission
- Design thinking workshop: “How to transmit the immaterial patrimony of the family firm”
- Conference on governance, transmission and entrepreneurial career
- Theater play on transmission
- o July 2015: intergenerational management
- Evening theater and testimonies from experts
- o May 2016: restitution of the results of the “observatory” of family firms in Pays de la Loire



# A RnB Chair by AUDENCIA

R for Research and B for Business



Through its RnB by Audencia strategy, our school proudly shows its ambition to create and disseminate knowledge relevant for businesses and society.

Find us on [Rnb.audencia.com/blog](http://Rnb.audencia.com/blog), Family Entrepreneurship and Society Chair

Project supported by the Fondation AUDENCIA Group

Founded in 2009 under the auspices of the Fondation de France, three founding partners (CIC Ouest, Le Noble Age et L'Oreal), the Fondation Audencia supports the development of the school and large scope research projects.

To become a partner to the Chair contact the Fondation +33(0)2 40 37 34 61 / [chmouille@audencia.com](mailto:chmouille@audencia.com)

# Do you want to know more about us ?

Visit our website : [entrepreneuriat-familial.audencia.com](http://entrepreneuriat-familial.audencia.com)

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