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Internationalisation of Family Business: The Effect of Ownership and Generation Involvement

Kai-Ping Huang[1*], Sheng Chung Lo[2], Chu-Mei Liu[3] and Jane Tung[4]

[1] Department of Business Administration, National Yunlin University of Science and Technology, Taiwan, ROC
[2] Department of Travel Management, Hsing Wu University, Taiwan, ROC
Department of Business Administration, National Yunlin University of Science and Technology, Taiwan, ROC
[3]Graduate Institute and Department of International Business, Tamkang University, Taiwan, ROC
[4] Department of Marketing and Distribution Management, Hsing Wu University, Taiwan, ROC
Department of Business Administration, National Yunlin University of Science and Technology, Taiwan, ROC
[1]E-mail: D10122010@yuntech.edu.tw

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ABSTRACT Family enterprises internationalise their businesses after consolidating their influence within their domestic market because once family businesses built up resources and capabilities for growth in domestic market, they are able to leverage it later for further expansion abroad. The paper seeks to examine factors that explain internationalisation of family businesses and their relationship between ownership and governance of the business enterprise. Research shows businesses have been interested in understanding the influence of internationalisation on firm performance; nevertheless, internationalisation diversification offer both advantages and problems. However, the study applies key constructs within the entrepreneurship field and entrepreneurial orientation in family firms.