

STILL A STEREOTYPE? THE IMAGE OF FAMILY-OWNED BUSINESS AMONG MBA STUDENTS

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Abstract

Maximizing the acquisition of talent is vital for family-owned firms in today's highly competitive business environment. In this sense, MBA graduates represent an important pool of talent that can help family-owned firms to thrive. Consequently, looking at MBA students' perceptions of this type of organization is of paramount importance for family-business research. From the research findings, some surprising conclusions emerge: MBA students think that the professional level of management is worse in family-owned businesses than in non-family companies. They also believe that the image of family-owned firms is worse than that of non-family firms in terms of financial performance, capacity for growth, use of technologies, building strategic alliances, facing competitive changes, capacity to obtain loans, capacity to attract good managers and compensation policies. MBA students who are family-business members tend to have a more positive image of family-owned firms compared to those MBA students who are not members of a family-owned business.
