



Research project

Nome and Surname: Lorenzo Ardito

Title: Family Businesses: Management, Performance & Impact

Description:

This research project explores the distinctive dynamics of family businesses, which represent a cornerstone of many local and national economies. The project encourages interdisciplinary and multi-method approaches—quantitative, qualitative, or mixed—to understand how family businesses foster and respond to internal and external challenges while maintaining continuity, identity, and socio-economic impact.

Key areas of interest include, but are not limited to:

- **Mapping the Competitive Landscape:** Analysis of how family businesses are positioned and evolve within global, national, and local markets.
- **Managing Change and Innovation:** Exploration of how family firms approach processes such as digital transformation, sustainability transitions, or succession planning, and the effect of these on organizational performance, innovation and resilience.
- **Corporate and Transgenerational Entrepreneurship:** Investigation of entrepreneurial behaviors within and across generations, including business renewal, spin-offs, and the development of new business models.
- **Strategic Leadership and Decision-Making:** Study of how leadership—both from within and outside the family—shapes strategic direction and reconciles tensions between family legacy and innovation.
- **Paradoxes and Mixed Gambles:** Understanding how family firms navigate strategic dilemmas (e.g., tradition vs. change, local roots vs. international growth, financial vs. socioemotional goals) and make decisions involving mixed outcomes and risks.
- **Financing Decisions:** Analysis of capital structure choices, investment behavior, and the role of long-term orientation in financial strategy.
- **Professionalization and Growth Pathways:** Examination of how family firms scale and evolve through governance innovation, external talent integration, and professional development.
- **Socio-Economic and Territorial Impacts:** Evaluation of the impact of family firms on regional development, employment, and social cohesion.

This topic is particularly relevant to candidates interested in family business studies, strategic management, innovation, entrepreneurship, and regional development. Proposals may focus on a single dimension or adopt an integrative perspective, and may target one or multiple geographic or industry contexts.

Candidates should provide detailed CV

Contacts

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