

**Professional Development Workshop (PDW)**  
**Friday, May 31**



10:15 AM – 11:45 AM

**PDW Session IA**

*Room 240*

***Using Content Analysis to Advance Family Enterprise Research***

AARON F. MCKENNY, Indiana University, USA

MILES ZACHARY, Auburn University, USA

Content analysis involves measuring constructs of interest from text, video, image, or other symbolic materials. Advocates of content analysis highlight the flexibility of the technique as well as the ability to measure constructs unobtrusively. However, the adoption of content analysis in family enterprise research has been limited. This PDW session provides a brief introduction to content analytic methods, ranging from manual thematic analyses to advanced machine learning techniques and with an eye towards how they have and may be applied in family enterprise research. Attendees interested in following along with the interactive portion of the PDW are encouraged to bring a laptop pre-loaded with R (<https://cran.r-project.org/>) and, for those with Windows-based PC, CAT scanner (<http://catscanner.net/>).

10:15 AM – 11:45 AM

**PDW Session IB**

*Room 358*

***Latin American Family Business Centers and Research Opportunities***

CLAUDIO MÜLLER, University of Chile, CHILE

IMANOL BELAUSTEGUIGIOTIA RUIS, ITAM, MEXICO

PABLO DOMINGUEZ, Universidad Piura, PERU

JOSE ANGEL VAZQUEZ, Universidad de Monterrey, MEXICO

FERNANDO SANDOVAL, Tecnológico de Monterrey, MEXICO

ALLAN DISCUA-CRUZ, Lancaster University, UK

MARIADA ESTRADA-ROBLES, The University of Leeds, UK

ANA CRISTINA GONZALEZ, Grand Valley State University, USA

Our goal in this PDW is to open the discussions of research opportunities in Latin American family firms to the different scholarly family business centers/communities dedicated directly to the topic. The second aim is to offer the same opportunity of open discussion and questioning related to the practice and research of family business in Latin America. The workshop will spread out in two parts. During the first part, directors/representatives of the different scholarly communities will present its main activities, describe the relationship with the business community and present other facts. The second part will allow the participants to ask questions of the panel composed of directors/representatives of the different family business centers/scholarly communities.

## **Professional Development Workshop (PDW)** **Friday, May 31**

1:00 PM – 2:30 PM

**PDW Session IIA**

*Room 240*

### ***Family Business Heterogeneity: Variance within Family Enterprises***

CLAY DIBRELL, University of Mississippi, USA  
ESRA MEMILI, University of North Carolina at Greensboro, USA  
ISABEL C. BOTERO, Stetson University, USA  
JIM CHRISMAN, Mississippi State University, USA  
ERIC CLINTON, Dublin City University, IRELAND  
JOSH DASPIT, Texas State University, USA  
ROLAND E. KIDWELL, Florida Atlantic University, USA  
MATTIAS NORDQVIST, Jönköping University, SWEDEN  
THOMAS ZELLWEGER, University of St. Gallen, SWITZERLAND

The purpose of this PDW is to consider and discuss heterogeneity nuances of family businesses while extending the reach of the family business domain to diverse backgrounds originating outside of the family business literatures. This PDW is organized in five broad topical areas: family business research to date, family governance, non-financial and financial dynamics, organizational behavior and human resource management, and strategic management. In conclusion, we anticipate this PDW serving as a touchstone for future research on family business heterogeneity.

1:00 PM – 2:30 PM

**PDW Session IIB**

*Room 358*

### ***The Case Method as a Learning Tool to Understand the Wicked Problems Facing Family Businesses***

FRANCESCO BARBERA, The University of Adelaide, AUSTRALIA  
ILSE A. MATSER, Windesheim University of Applied Sciences, The NETHERLANDS

The Socratic approach to teaching is one of the oldest, yet still most commanding, methods of developing critical thinking and problem solving abilities for learners. By continually probing into any given subject with questions, learners also relate their own experiences to the topics at hand. A case study—defined as an intensive, systematic investigation of a single individual, group, community or other unit in which the researcher examines in-depth data relating to several variables—is a perfect tool for implementing such teaching approaches. Further, cases engage learners across a variety of topics and audiences due to their “real-world” nature. For example, case studies are often non-linear, incomplete, and present multiple perspectives. Case studies, therefore, provide educators with an opportunity to help learners better understand (and deal with) the difficulties, complexity, and interrelatedness associated with “wicked” family business problems (e.g., succession, transgenerational entrepreneurship, leadership development). This PDW—initiated by the STEP Project—invites participants to discuss their experiences with teaching cases and will present specific teaching strategies and cases employed in the family business field. By doing so, this workshop aims to start an important conversation about the relevance of family business cases leading to further collaboration amongst those who use them.

**Professional Development Workshop (PDW)**  
**Friday, May 31**

3:00 PM – 4:30 PM

**PDW Session IIIA**

*Room 240*

***Qualitative Development and Quantitative Testing of Grounded Theory:  
Faith-Based Business Family Theory***

RITCH L. SORENSON, University of St. Thomas, USA  
JACKIE M. MILBRANDT, University of St. Thomas, USA

This professional development workshop is an introduction to qualitative research methods that might be used to rigorously examine qualitative data and/or develop grounded theory. We will walk participants through (1) our development of grounded theory using qualitative methods, (2) quantitative tests of that theory based on a national survey, and (3) potential applications of qualitative research.

3:00 PM – 4:30 PM

**PDW Session IIIB**

*Room 358*

***Reviewing for Academic Journals – A Workshop for "New" Reviewers***

DONALD NEUBAUM, Florida Atlantic University, USA  
TYGE PAYNE, Texas Tech University, USA

In cooperation with *Family Business Review (FBR)*, Don and Tyge will offer a workshop for those individuals who are not regularly reviewing for journals like *FBR*, but would like to review more often, and potentially become members of editorial review boards. In this session, topics such as why reviewing is important, what makes a good review, and how to become a better reviewer will be covered. Attendees to this session must: (1) pre-register for the session and (2) complete a review of a sample paper (which will be emailed to them upon their registration for the session) before attending this PDW session. During the session, attendees should be prepared to share their reviewer comments and observations about the paper they reviewed with other session attendees. Attendees completing the session will be added as ad-hoc reviewers for *FBR*; Associate Editors of *FBR* will be encouraged to use the attendees as reviewers for subsequent papers submitted to the journal.