

EURAM 2024

FOSTERING INNOVATION  
TO ADDRESS GRAND  
CHALLENGES



BATH, UK

25 - 28 JUNE 2024

FAMILY BUSINESS RESEARCH SIG **SYMPOSIUM** ON

## THE ROLE OF FAMILY FIRMS IN DEVELOPING SKILLS TO TACKLE GRAND SOCIETAL CHALLENGES

The Symposium facilitates a discussion about **the role of family firms** in the development of **skills for tackling grand societal challenges (GSC)**.

Around the world, family firms are under scrutiny in their approach to tackling GSC such as political instability, economic volatility, pandemic crisis, climate change, ageing society, and nascent technologies (e.g., machine learning, ai, iot, etc.). The symposium opens a **debate** about how and why family firms may make a unique contribution in **developing skills to overcome such challenges**. This symposium draws on recent conversations from **different academic fields and disciplines** (e.g. Innovation, strategy, internationalization) applied to family firms.

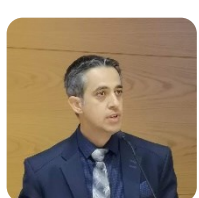
### SYMPOSIUM SPEAKERS



**Prof. Cornelius Herstatt** (*Technical University of Hamburg, Germany*) is a German innovation researcher and university professor for innovation management. He holds a chair at the Technical University of Hamburg, is the Managing Director of the Institute for Technology and Innovation Management at the Technical University Hamburg and heads the Center for Frugal Innovation (CFI).



**Prof. Giovanna Magnani** (*University of Pavia, Italy*) is Associate Professor of International Business and Management at the Department of Economics and Management of the University of Pavia where she is director of the PhD in Applied Economics and Management and chair for the ReValue Chains Lab within the ITIR "Institute for Transformative Innovation Research".



**Prof. Elias Hadjilias** (*Cyprus University of Technology, Cyprus*) is Assistant Professor of Entrepreneurship and Family Business at Cyprus University of Technology. His research focuses on technological innovation, family business entrepreneurship, and social and psychological perspectives in family businesses and SMEs.

The Symposium addresses the following questions:

- How can family firms' unique characteristics, resources, and dynamic capabilities set the ground for skills and distinctive core competencies development to tackle grand societal challenges?
- what are the skills that family firms are developing and/or should develop to innovate and help tackling grand challenges?
- what contingent factors shape these skills? particular attention will be paid to the comparison of the environmental circumstances characterizing developed and developing countries, as well as low-tech and high-tech sectors

### SYMPOSIUM PROGRAM:

Activity	Duration
Welcome & introduction by symposium chairs	5 min.
Keynote presentations	40 min.
Parallel round table discussions	30 min.
Wrap-up – Drafting a research agenda	15 min.

### SYMPOSIUM CHAIRS AND ROUND TABLE DISCUSSION MODERATORS

- Prof. Elena Casprini**, University of Siena  
**Prof. Jan-Philipp Ahrens**, University of Mannheim & University of Passau  
**Prof. Rafaela Gjergji**, LIUC Università Cattaneo  
**Prof. Allan Discua Cruz**, University of Lancaster

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