



ACTIVITY REPORT

2019-2020

SHEIKH SAOUD BIN KHALID BIN KHALID AL-QASSIMI
CHAIR IN FAMILY BUSINESS AT AUS

TEACHING

- Two different courses in family business at the American University of Sharjah
- Guest Lecture Series "Family Business Around the World"

RESEARCH

- Published Articles in Academic Peer-Reviewed Journals
- Editorial Special Issues
- Conferences
- Academic Organisations
- Editorial Board Member
- Visiting PhD Student at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business
- Research practice at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business
- Visiting Professor
- Peer Review Activities

KNOWLEDGE TRANSFER

- Workshops
- Keynote Speaker
- STEP Project Webinar Series
- Published Case Studies
- Published Reports
- Newspaper Articles



INTRODUCTION

Since its establishment in 2015, the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business at the American University of Sharjah continues its mission to become a recognized family business knowledge hub in the United Arab Emirates. The 2019-2020 academic year was particularly important and exceptional in terms of the challenges faced and the accomplishments achieved.

Despite the challenges brought by the global pandemic, our team managed to design, develop, and promote a set of research, teaching, and knowledge-transfer activities to generate ground-breaking knowledge of family businesses and provide support for family businesses and regional communities.

The Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business extends special thanks to all the individuals and institutions that support our mission and collaborate with us in our research and other activities. At the Chair, we continue with our robust commitment towards enhancing and promoting the knowledge of family businesses and contributing knowledge and support to the local community of family businesses.



Dr. Rodrigo Basco

Sheikh Saoud bin Khalid bin Khalid
Al-Qassimi Chair in Family Business holder

Rana Hamdan

Sheikh Saoud bin Khalid bin Khalid Al-Qassimi
Chair in Family Business Research Assistant



Guest Speaker at American University of Sharjah Silvana Mariel Muñoz & Dr. Rodrigo Basco

TEACHING

The Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business continues delivering course **“Fundamentals of Family Business”**.

During the academic year 2019-2020, a new family business course **“Applied Family Business”** was introduced. This is the second-level course in family business at the American University of Sharjah. The “Applied Family Business” course prepares students to better understand the challenges of developing and creating cross-generational value and wealth in family firms.

More than 50 students have received education and training on how to govern and manage family businesses through the “Fundamentals of Family Business” and “Applied Family Business” courses.

Guest Lecture Series **“Family Business Around the World”**

- Guest speaker: Silvana Mariel Muñoz, Family Business Executive, Coach, & Mentor shared her experience with the Family Business Class.

STUDENTS' COMMENTS

“Thanks a lot professor for your efforts and for guiding us so well throughout the semester. I am more than happy to have signed up for your Applied Family Business course. What a great and smooth experience!”

RESEARCH

Published Articles in Academic Peer-Reviewed Journals

- **Basco, R.**, Rodriguez Escudero, A., Martín Cruz, N., & Barros, I. (2020). The Combinations of Market and Non-Market Strategies that Facilitates Family Firm Survival. *Entrepreneurship Research Journal*. (Impact factor 1.64)
- Amato, S., **Basco, R.**, Gómez Ansón, S., & Lattanzi, N. (2020). Family-Managed Firms and Employment Growth during an Economic Downturn: Does Their Location Matter? *Baltic Journal of Management*. (Impact factor 1.71)
- Campopiano, G., Calabrò, A., & **Basco, R.** (2020). The “Most Wanted”: The Role of Family Strategic Resources and Family Involvement in CEO Succession Intention. *Family Business Review*. (Impact factor 5.21)
- Amato, S., Lattanzi, N., **Basco, R.** & Backman, M. (2020). Family-Managed Firms and Local Export Spillovers: Evidence from Spanish Manufacturing Firms. *European Planning Studies*. (Impact factor 2.22)
- Dal Maso, L., **Basco, R.**, Bassetti, T., & Lattanzi, N. (2020). Family Ownership and Environmental Performance: The Mediation Effect of Human Resource Practices. *Business Strategy and the Environment*. (Impact factor 5.48)
- **Basco, R.**, Hernández-Perlines, F., & Rodríguez García, M. (2019). The Effect of Entrepreneurial Orientation on Firm Performance: A Multigroup Analysis Comparing China, Mexico, and Spain. *Journal of Business Research*. (Impact factor 4.87)

Editorial Special Issues

- James, A; Hadjilias, E.; Guerrero, M.; Discua Cruz, A., & **Basco, R.** (2020). Entrepreneurial Families in Business across Generations, Contexts, and Cultures, in *Journal of Family Business Management*
- Gomez Mejia, L., **Basco, R.**, Gonzalez, A. C., & Muller, C. G. (2020). Family Business and Local Development in Iberoamerica, in *Cross Cultural & Strategic Management*. (Impact factor 1.83)

Conferences

- **Basco, R.**, Amato, S., Patuelli, A., Lattanzi, N. “Family Firms amidst the Global Financial Crisis: A Local Embeddedness Perspective of Downsizing”. Presented at the 1st Virtual Family Business Research & Practice Conference, May 2020.

Academic Organisations

- Dr. Rodrigo Basco was elected as a Global Board Chairperson in STEP (*Successful Transgenerational Entrepreneurial Practices*) Project Global Consortium for the period 2020-2021.

Editorial Board Member

- Journal of Family Business Strategy
- Journal of Family Business Management
- Journal of Business Strategy
- Business Research Quarterly
- European Journal of International Management



Rocio Arteaga, visiting PhD Student at American University of Sharjah

Visiting PhD Student at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business

Rocio Arteaga (Visiting PhD student)

Project "Family Business in the Arab World".

Rocio earned her Bachelor's Degree in Business Administration and MBA in Family Business at Universidad de Salamanca, Spain. She earned her Master Degree in Finance from Universidad de Oviedo, Spain. Later, she was a Visiting PhD at the Centre for Family Enterprise and Ownership CeFEO, Jönköping University, Sweden.

ROCIO'S EXPERIENCE

"The visiting PhD opportunity I had with the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business was a great chance for personal and professional development. Therefore, I consider myself a very lucky person as I was provided with an opportunity to be part of it. I am also grateful for having a chance to meet so many wonderful people and professionals at the Department of Management of AUS who led me through this visiting period. I would particularly like to single out Dr. Rodrigo Basco who warmly welcomed me at the Chair. His careful and precious guidance were extremely valuable for my research providing me new not only professional but also personal perspectives.

My stay at AUS was in the middle of an outbreak of the COVID-19. It was inevitable to feel a certain level of stress and anxiety in this unprecedented moment in time. Thank you AUS community for your useful resources and advice that help build up my resilience over time. I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement.

My stay at the Sheikh Saoud bin Khalid Al-Qassimi Chair in Family Business was a wonderful gift!"



Research practice at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business

Rana Hamdan (Research Assistant)

Rana earned her Bachelor's degree in Business Administration and her Master of Science of Accounting degree from the American University of Sharjah. During her master studies, she has participated in research related to family business, Islamic finance, and corporate governance.

RANA'S EXPERIENCE

"I consider my experience at the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business as one of the most valuable for my personal and academic development. I had a great opportunity to work on very interesting and important projects related to family businesses, entrepreneurship, and corporate governance. It was very insightful to take part in the high-quality research carried out at the Chair and be a part of a such great research environment. I am so proud and grateful for the knowledge and skills I have developed and for the experience I have gained through working in the Chair."

Visiting Professor

Dr. Rodrigo Basco is a Visiting Professor in "Management for Complex Systems, Family Business, Emerging Markets" at IMT School for Advanced Studies Lucca (Italy), 2020-2021.

Peer Review Activities for

Journal of Family Business Management, Journal of Family Business Strategy, Family Business Review, International Small Business Journal, Management Review Quarterly, Journal of Business Research, Cross-Cultural and Strategic Management, Journal of Small Business Management, Journal of Enterprising Communities, and International Journal of Entrepreneurial Behavior & Research.





Presentation and discussion organized by Harvard Business Review Arabia



Mr. Anthony de Rothschild, Board Member at Rothschild & Co., and Dr. Rodrigo Basco, Board Chair at STEP Project Global Consortium at the event organized by Family Business Council-Gulf

KNOWLEDGE TRANSFER

Workshops

- **Basco, R.,** "Managing Conflict in Family Business Workshop" in collaboration with Hawkamah Institute for Corporate Governance and Dubai International Financial Centre. Dubai, UAE, February 2020

Keynote Speaker

- **Basco, R.,** "Family Business Succession. The Paradox Between Change and Status Quo - The Al Saud Company case study". Event organized by Harvard Business Review Arabia. Dubai, UAE, September 2019
- **Basco, R.,** "Centennial Families in Business". Event organized by the Family Business Council-Gulf. Dubai, UAE, November 2019

STEP Project Webinar Series

- **Basco, R.,** "The Impact of Family Businesses in Society: Transformation Evolution, or Cure". STEP Latin America, May 2020.
- **Basco, R.,** "Transitioning to the New Normal: Successful Practices from Asian Families-in-Business". STEP Asia Pacific, June 2020.



Workshop led by dr. Rodrigo Basco at Hawkamah Institute for Corporate Governance

Published Case Studies

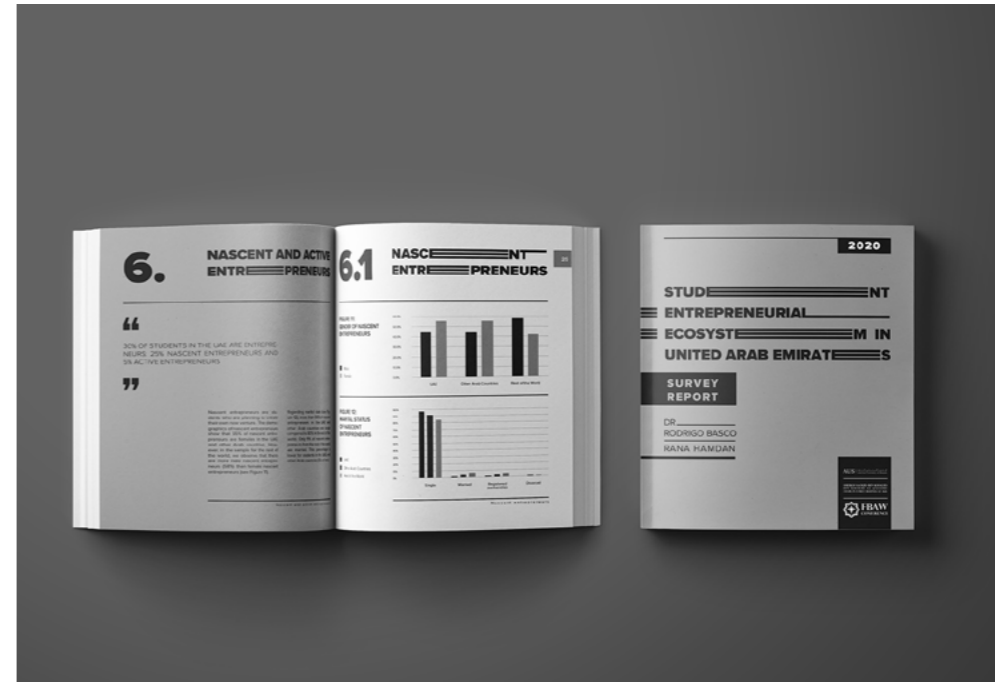
- **Basco, R.** & Brodtkorb, T. "The Dilemma of the Third Generation in Family Businesses, Lessons from the Experience of Sheikh Saud bin Majid in "Al Saud" Company" (2020). *Harvard Business Review Arabia*

Published Reports

- "Student Entrepreneurial Ecosystem in United Arab Emirates" (2019) by **Basco, R.** & Hamdan, R.
- "Family Business Ecosystem in United Arab Emirates" (2020) by **Basco, R.**, Abochkaier, L. & Omari, Y.

Newspaper Articles

- "Covid-19 is strengthening UAE family businesses' corporate governance structure" (The National, 2020) by **Basco, R.** & Hamdan, R.
- "Que Padre puede pensar que su hija tiene menos competencia que un hombre?" Interview with **Basco, R.** in Compusa (The University of Basque Country Magazine (Spain), 2019).



Published report "Student Entrepreneurial Ecosystem in United Arab Emirates"



Published report "Family Business Ecosystem in United Arab Emirates"

TEAM

Academic Year
2019–2020



Dr. Rodrigo Basco



Rana Hamdan



Abed El Hadi Kesrouan



Arpita Vyas




Dema Almalik



Fatima Ghaleb



Haneen Asfour



**ACADEMIC YEAR
2019-2020**