Family owned and managed businesses play a very central role in the world’s economy. What makes them intriguing is the interconnectedness of the family and the business on the long-run. As such, they offer a fertile ground for exploring the history of the family in addition to the history of the business. Up to date however, scarce studies and documented practices exist on the mutual influence between emotions and history and their impact on family business sustainability.

This conference stands as a promising meeting point between business historians, family business members, scholars and practitioners to address these gaps in knowledge.
A CONFERENCE TO SHARE, LEARN AND EXCHANGE ABOUT EMOTIONS IN FAMILY BUSINESS.

The conference aims at strengthening and stimulating the historians’ analytical and practical efforts by integrating theories and insights from family business management and history studies and combining them with the knowledge based on the experiences of family business owners, managers, and practitioners. As such, it will provide an exchange platform to reflect and gain a deeper understanding on the complex nature of the family and the business as they connect with emotional dimensions over time.

FAMILY BUSINESS FOUNDING MEMBERS

FAMILY BUSINESS ASSOCIATE MEMBERS

WHAT CAN WE LEARN ABOUT FAMILY FIRMS THROUGH EMOTIONS AND HISTORY?

Among relevant issues at the intersection of emotions and history, the conference will explore over two days:

- The process of historical narratives and related emotions
- The strategic use of family business history
- The family business in the lens of emotions and history

Day 1: May 11th, Lille

The Academic Day aims at research presentations that lay down the state of the art on the topic and build basis for advancing research in the fields of business history and family business.

Day 2: May 12th, Paris

The Family Business Day offers a unique opportunity for historians and family business scholars from around the world to interact with family business members and practitioners about the place of emotions within the practices of historical narratives and their impact on sustainability.

Organization Committee:
Fabian Bernhard, Ludovic Cailluet and Rania Labaki (EDHEC Business School, EDHEC Family Business Centre - EFBC)

For more information:
Check our website
Contact us: fbc-conference@edhec.edu
Follow us on Facebook

CONFERENCE PROGRAMME

This EFBC Family Business conference offers a unique opportunity for family business members and practitioners to interact with historians and family business scholars from around the world. The family is a multigenerational emotional unit that is driven by a transgenerational heritage and legacy that are intended consciously or unconsciously, to be passed on as a burden or as a blessing.

The emotions of the past and current generation may be interlinked with those of the next generation in the family and the business. This two days conference intends to look at some of the following themes.

<table>
<thead>
<tr>
<th>Nostalgia and Memory</th>
<th>Trauma, Grief, Mourning</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent is nostalgia used as a vehicle of legitimization in the family business? What are the origins of nostalgia, nostophobia and postalgia and how can they be studied historically to understand business decision making?</td>
<td>How are these emotions perpetuated and dealt with across generations and how do they affect family business, especially in succession issues?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How to integrate the notions of cohesion and integrity and how they are affected in splits and branching off which are common trajectories of family businesses across generations?</th>
<th>Empathy, Compassion, Fear, Anger, Anxiety, Hate</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are these emotions’ historical sources and how do they impact family business behaviour?</td>
<td>What are the differences between family and non-family organizations in terms of historical analysis of the emotions’ triggers and outcomes?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Love, Desire, Jealousy, Envy, Greed</th>
<th>What can we learn about family firms through emotions and history?</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do these emotions drive the family business in crisis situations?</td>
<td>Among relevant issues at the intersection of emotions and history, the conference will explore over two days:</td>
</tr>
</tbody>
</table>

Day 1 In Lille

May 11, 2017 - EDHEC Lille, Academic Research Day

The EFBC Academic Research Day aims at research presentations on the intersection of emotions and history to lay down the state of the art on the topic and build basis for advancing research in the field.

Academic keynotes from renowned experts in different fields will inspire the varied research community and practitioners interested in family business.

Schedule:
9.30 AM - 10.00 AM: Welcome and registration
10.00 AM - 10.15 PM: Welcome speech
11.00 AM - 12.00 PM: Opening Academic Keynote Prof. Andrea Colli, Bocconi University (Italy)
12.00 PM - 1.00 PM: Lunch Break
Schedule (cont.):

1.00 PM - 2.15 PM: Parallel sessions I – Academic presentations
2.15 PM - 2.30 PM: Coffee Break
2.30 PM - 3.30 PM: Parallel sessions II – Academic presentations
3.30 PM - 3.45 PM: Coffee Break
4.00 PM - 5.00 PM: Parallel sessions III – Academic presentations
5.00 PM - 5.15 PM: Wrapping up with academic reflections
7.30 PM – 10 PM: Visit of Villa Cavrois and dinner

An architectural manifesto, Villa Cavrois, the work of the architect Robert Mallet-Stevens, a figure of the modernist school, was designed and built in Croix between 1929 and 1932 for Paul Cavrois, a textile industrialist from Northern France, and his family.

DAY 2 IN PARIS
May 12, 2017 - EDHEC Paris: Family Business Day

Telling the family business story. Practices towards family and business sustainability

History allows us to gain a multidimensional perspective of what happens in a family business across the life cycle of the family, ownership and business. Prominent family business entrepreneurs and CEOs will share their experiences on the construction and role of history narratives in their family business to inform and/or direct strategic decisions. Their insights will be complemented by reflections from renowned scholars and experts building on their research and expertise.

Each participant will have the possibility to join workshops reflecting on one specific topic out of three basic questions: The Why? The How? The What? (Limited seats available for the workshops)

The workshops are structured around round tables moderated by experts in the field, allowing for family business members, academics and practitioners to come together and share their knowledge and experience.

The Why: The impact
This workshop will explore why family businesses engage in sharing their history when it comes to the following aspects:
• The levels of engagement and identification of the family business stakeholders (shareholders, employees, suppliers, managers...)
• The culture (mission, vision, values)
• The strategy formulation
• The performance (business reputation, evidence of success and reliability...)

The How: The process
This round table will discuss how the historical narrative process is initiated and evolving over time.
• How is the family business history constructed?
• How do family businesses narrate their history across generations?
• How do emotions shape the history of family businesses?
• How does history shape the emotions of the family business generations over time?

The What: The structure
This workshop will explore the content of historical narratives:
• What parts of the history construction matter to understand, trigger, prevent or heal emotions?
• What parts of reality are emphasized, re-invented and created?

The key learnings from each workshop will be shared during the plenary session that follows. A closing keynote will provide hands on tools and set the stage for the next steps of development of family business practices on the topic.

Participants will be finally invited to a closing cocktail that fosters exchanges and networking.

Schedule:

10.30 AM – 12.00 PM: Family Business Visit and Live Testimonial – Historical perspectives on how emotions shape strategy (Galeries Lafayette)
12.00 PM – 1.00 PM: Welcome reception and Registration (Edhec Campus Paris)
1.00 PM – 2.00 PM: Welcome (5 mins), State of the art in academia (10 mins), Live family business case by Antoine Mayaud (AFM, France) (30 mins) and Q&A (15 mins) (Edhec Campus Paris Plenary session)
2.00 PM – 3.45 PM: Roundtable workshops part 1 (small groups) – connecting academics, professionals and family business people (workshops will be held in English and in French – Please register early)
3.45 PM – 4.15 PM: Coffee Break
4.15 PM – 6.00 PM: Roundtable workshops part 2 (small groups) – connecting academics, professionals and family business people
6.00 PM – 7.30 PM: Wrapping up with practical reflections from the Workshops Conclusions, Closing keynote (John Seaman, Saybrook Partners, USA), and Discussion Panel with academics, practitioners and family business members.
7.30 PM – 9 PM: Closing cocktail and networking
Antoine Mayaud has served as Board Member of AFM (Association Familiale Mulliez) from 1994 up to 2010. He trained as an agricultural engineer and spent the first 12 years of his career working in this field in Morocco, Burkina and France. Aged 35 he joined Danone where for 13 years he was responsible for the company’s industrial organization in France, Italy and latterly Europe-wide. In 1994, while still at Danone, he was elected at the Mulliez family board. When re-elected in 1998 he decided to concentrate fully on the AFM in two fields: first, as Chairman of the family equity fund, “CreAde” that promotes entrepreneurial spirit in family or non-family young entrepreneurs with a goal to helping develop the AFM portfolio. Secondly, he wanted to develop the “affectio societatis” (shareholders’ desire to work together efficiently in the long-term) through training, education and by involving as many administrators or employees as possible in AFM-affiliated businesses. Since 2015 he acts as a lecturer for families in business in Europe, Canada and South America who want to take opportunity of the Mulliez’s experience to improve their own practices.

Antoine uses his broad experience in governance within the Mulliez family and their businesses, relying on many anecdotes.
He was awarded the best dissertation award of the European Business History Association in 1996. He has been the Louis Vuitton Japan Visiting Professor at Keio University in Tokyo and an Alfred D. Chandler Jr. Visiting Scholar in Business History at Harvard Business School. He was also more recently invited as a visiting researcher at Copenhagen Business School. Ludovic is actively associated with international academic organizations. He has served as representative at large for the Strategic Management Society and is the current President-Elect of the European Business History Association. He has researched and published on a variety of sectors including automotive, consulting, pharmaceuticals and cosmetics and has done research work with Pechiney (Rio-Tinto Alcan), SGL Carbon and Laboratoires Pierre Fabre. His central research interest has been the formation and dissemination of strategy practices and business history especially the emergence of new sectors. He currently works on the strategic uses of the past by organizations particularly family firms.

Rania Labaki, Ph.D
(EDHEC Business School)

Rania Labaki is Associate Professor of Management at EDHEC Business School where she teaches and conducts research at the intersection of the fields of finance, entrepreneurship and family business. She serves as Director of the EDHEC Family Business Centre and Academic Director of the Family Business Global Executive MBA. Prior to joining EDHEC Business School, Rania was Associate Professor of Management and Director of the Finance and Wealth Management Master Program at the University of Bordeaux in France.

She was also Visiting Professor at Baruch College – The City University of New York, Zeppelin University in Germany, and the University of Salerno in Italy. Rania is actively associated with leading international organizations specialized in family business education, research, and advising. She serves a Board Member for IFERA, Program Committee member for FFI, Scientific committee member of FBN France and FBN Levant and WIFB. She currently also serves as co-editor of the Entrepreneurship Research Journal.

Rania holds a Ph.D. in Management Sciences from the University of Bordeaux and the Family Firm Institute Certificates in Family Business and Family Wealth Advising. She is recipient of several international awards recognizing her contributions to the family business field. Her recent interests revolve around the relationship between the family’s emotional dynamics and the entrepreneurial and financial behaviour of family businesses with a focus on the next generation.

SPONSORS
THIS EVENT IS IN PARTNERSHIP WITH