



UNIVERSITE CADI AYYAD  
MARRAKECH



جامعة القاضي عياض  
مراكش



## INTERNATIONAL CONFERENCE ON FAMILY BUSINESS RESEARCH – FREF – Forum de la Recherche en Entreprises Familiales

### MANAGERIAL CHALLENGES OF FAMILY BUSINESSES

October 15-16, 2015 – Marrakesh- Morocco

The Research Group on Family Businesses and Strategies of Organizations (**GREFSO**) was created in 2007 in Cadi Ayyad University (Marrakesh-Morocco). It is a pioneer research structure at the national level regarding its interest on the topic of family firms in Morocco.

The nine years of experience of the **GREFSO** were full of accomplishments through organizing many events (conferences, doctoral consortiums,...), supervising or co-supervising theses and producing many articles, proceedings and a book.

This year, the **GREFSO** decided to go a step further by organizing, in collaboration with the **IRGO** (University of Bordeaux), the doctoral cycle of the **ISCAE** and with the participation of the **IEF** (Institut de l'Entreprise Familiale - Family Enterprise Institute – Belgium), an international conference called **FREF** (Forum de la Recherche en Entreprises Familiales). This conference is meant to be an annual meeting for researchers, Ph.D students, managers, family firm members and any other stakeholder that would like to discuss, share and contribute to family business research.

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The main topic of this 1st Conference on Family Business Research is about: **Managerial challenges of family businesses.**

Potential contributions to FREF 2015 include, but are not limited to, the following points:

### GOVERNANCE

- What are the obstacles and difficulties that family firms face when it comes to their governance?
- Are the family charter and/or the family council efficient tools?
- How can it be possible to manage the cohabitation of many generations without compromising the governance system of the family firm?

### SUCCESSION

- What are the impediments to the success of family business transmission to the next generation?
- Does the gender of the (futur) successor imply a differentiated management of the succession process?
- How can the succession be successful?
- How does the post-succession needs to be managed?

### EMOTIONAL DYNAMICS

- To what extent do rivalries and conflicts threaten the longevity of family firms?
- What is the role of emotions in family firms' management?
- Is the emotional involvement of family members a strength or a disadvantage for the success and the longevity of family firms?

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## **INTANGIBLE ASSETS**

- What is the importance and role of intangible assets in family firms?
- Is organizational learning and knowledge transfer any specific in family firms?
- To what extent is the social capital of family firms a source of competitive advantage?

## **CONFERENCE PROGRAM**

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- Main conferences
- Presentations sessions
- Doctoral session
- Family business members' panel

## **DEADLINES**

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- Abstracts submission: **April 30<sup>th</sup>, 2015**
- Full papers submission: **June 19<sup>th</sup>, 2015**
- Notification of acceptance: **July 20<sup>th</sup>, 2015**

**Abstracts and full papers must be emailed to: [grefso.cadiayyad@gmail.com](mailto:grefso.cadiayyad@gmail.com)**

## **REGISTRATION FEES**

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- Faculty and other participants: 500 dhs (50 euros)
- PhD students: 300 dhs (30 euros)

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## SCIENTIFIC COMMITTEE

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ARBULU Pedro (Université de Bordeaux)  
ELABJANI Abdelaziz (Université Cadi Ayyad - Marrakech)  
HIRIGOYEN Gérard (Université de Bordeaux)  
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SIDMOU Mohammed Larbi (Université Cadi Ayyad)  
WEERTS Laurent (Institut de l'Entreprise Familiale – Belgique)

## CONFERENCE COMMITTEE

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**LOUITRI Abdenbi** (President of the organizing committee and director of GREFSO)  
BELAKOUIRI Abdelghani  
BENTEBBAA Sara  
ELABJANI Abdelaziz  
KASMAOUI Fatima-Zahra  
NADI Mourad  
OUIAKOUB Mohamed  
SAHRAOUI Doha  
SHURWERYIMANA Fabrice  
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ZAMALIK Fadoua

Questions should be emailed to **BENTEBBAA Sara**: [s\\_bentebbaa@yahoo.fr](mailto:s_bentebbaa@yahoo.fr)

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