

3<sup>rd</sup> issue of Case Studies in the South, HEM Collection–EMS Publishing  
**CALL FOR CASE STUDIES**



## “Family Firms in Africa and in the Middle East”

Due date for intentions of submissions : **January 15<sup>th</sup>, 2017**

Due date for submissions : **October 15<sup>th</sup>, 2017**

So far, multiple series of educational case studies were launched by Cesem, HEM Business School research centre in Morocco, in partnership with EMS Publishing en France. They aim at encouraging and promoting the publication of case studies from emerging or developing countries, and focus specifically on African and Middle Eastern issues. These case studies enable students at any level from graduate to executive masters, to work on managerial issues arising from local and/or different socio-economical environment. Two books have been published within the collection HEM created in cooperation with EMS. The third one, we're launching now, pertains to family firms.

Worldwide, family firms are a prominent organisational form (Shanker & Astrachan, 1996), and especially in the South, where their effect on GDP, national employment and wealth creation is even greater. In Africa, for example, a proposed explanation is that family firms protect individuals from the downturns of their socio-economical environment (Bazika, 2004). Moreover, in Africa and in the Middle-East, the involvement of family firms takes multiple forms and goes far beyond the patrimonial vision of production and wealth protection. Often the family firm will be the main employer of family members (sometimes on the job market opportunities are scarce!), it will finance personal and professional projects, or even incubate start-up firms. At the same time, it will be in charge of providing means of living to the enlarged family.

The complexity of family firms in Africa and the Middle East is not limited to their organisational structures or their objectives. The concept of family itself and its definition, from the nuclear family to communities, raises a number of questions and requires numerous adaptations to fit in.

The issues raised by the educational case studies published in this 3<sup>rd</sup> issue could address the following topics (non-exhaustive list) to be studied in Masters 1 or 2 and continuing education.

Audit and Accounting – Corporate Finance	International Management	Marketing
<ul style="list-style-type: none"> <li>• Financing and performance</li> <li>• Changes in share capital structure</li> <li>• External administrators</li> <li>• Governance issues</li> <li>• Institutional influences</li> </ul>	<ul style="list-style-type: none"> <li>• Internationalisation</li> <li>• Growth issues</li> <li>• Innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers’ behaviour</li> <li>• Customer service</li> <li>• Marketing mix</li> <li>• Brand management</li> </ul>
MBA		Human Resources
<ul style="list-style-type: none"> <li>• Competitive advantage</li> <li>• Making of strategy</li> <li>• Succession, training and mentoring of NextGen</li> <li>• Intrapreneurship and entrepreneurship</li> <li>• Institutional Influences</li> </ul>		<ul style="list-style-type: none"> <li>• Conflicts management and emotions</li> <li>• Gender issues</li> <li>• Family rules and offices</li> </ul>

**The firms under scrutiny in the case studies have to be located in the studied area, i.e. Africa (North, South, East and West) or in the Middle East.**

### Submissions guidelines

Before January 15<sup>th</sup>, 2017, authors will submit a case study proposal detailing the issues at stake and the studied firm (one page max.) to be sent to [caroline.minialai@gmail.com](mailto:caroline.minialai@gmail.com)

Before October 15<sup>th</sup>, 2017, full submission will be made and will include: the case study, the teaching note, the abstract and the company’s release form (unless only public data are used in the case).

Manuscripts must be original, unpublished and not currently under review, written in French or English, and are subject to blind peer review. Formatting guidelines will be provided upon request or can be downloaded from our website [www.economia.ma](http://www.economia.ma)