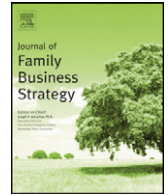




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# Journal of Family Business Strategy

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## Announcement

### Journal of Family Business Strategy – Special Issue

#### “Trust and Relationship Commitment in Family Business”

##### Special Issue Editors:

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Trust and commitment are two fundamental pillars upon which much of the positive approach towards family business research is built. These concepts are often used to describe distinct attributes of family businesses like familiness, social capital, reciprocal altruism, family firm identity and stewardship. However, while the concepts of trust and commitment are commonly used to characterize the distinctiveness of family businesses, in and of themselves they are ill-defined and under researched. This special issue seeks to explore these concepts in greater depth. The aim is to make the concepts more granular, researchable and ultimately more useful to family business, management and marketing scholars.

Although commitment is often used to describe family business relationships, the little research in the area has tended to emphasize nonrelational domains such as commitment to one's job, rather than relational domains like commitment to a partner, family, or other group. The neglect of relational domains is problematic, given the relevance and ubiquity of close relationships in family business. In particular, both family and business relationships in family business offer multiple targets and means for commitment that can be in synch or run counter to one another which makes the phenomenon an interesting subject of study.

Similarly, the concept of trust is often mentioned in family business research, yet rarely dissected or directly studied. Yet, trust can take place at different levels – the individual, interpersonal, inter-group, inter-organizational, or society as a whole. Further, trust can be beneficial such as when it improves predictability and limits agency costs, or it can be damaging such as when it leads to blind faith and amoral familism. Therefore, it is important to understand what trust means within the family business context, how trust can have both positive and negative consequences, and how trust can best be measured in family businesses.

This Special Issue aims to advance the understanding of trust and relationship commitment in family business at various levels of analysis by critically reflecting on its distinct nature, dynamics, processes, antecedents and consequences. We will consider both quantitative and qualitative empirical research, as well as conceptual papers and reviews of extant theory and literature. We strongly encourage cross-disciplinary approaches and dialogues that advance the theoretical understanding of trust and relationship commitment in family business. Examples include economic and game theoretic approaches, psychological and sociological approaches, anthropological approaches, and many others. Examples of relevant questions to be addressed include but are not limited to the following:

- What is the nature of trust in family business? How does this compare to trust in non-family businesses?

- How do different forms of trust (e.g., trust in individuals, groups, organizations, etc.) evolve in family business?
- Do family businesses from different cultures develop different forms of trust?
- How does trust help family businesses to compete? Do customers perceive family businesses as particularly trustworthy? Does trust help family businesses to form and capitalize on social capital and reputation effects when venturing abroad or forming alliances?
- What strategies do family businesses use to recover from violations of trust?
- How do trust and relationship commitment evolve and influence one another in family businesses? What factors can facilitate or impede the development of trust and relationship commitment?
- What differences exist between family and non-family employees regarding the development of trust and relationship commitment? Do trust and relationship commitment lead to different outcomes for family and non-family employees?
- Do family businesses have an advantage in forming strong relationships with external stakeholders? Why do external stakeholders, like customers, shareholders and suppliers, reciprocate relationship commitment with family businesses?

##### ABOUT THE JOURNAL

The Journal of Family Business Strategy publishes research that contributes new knowledge and understanding to the field of family business. The Journal is interdisciplinary and international in scope and welcomes submissions that address all aspects of how family influences business and business influences family. The Journal of Family Business Strategy publishes quantitative research as well as qualitative work and purely theoretical or conceptual papers. No matter which methodological approach, research published in the Journal of Family Business Strategy meets the highest standards for rigorous and excellent research. Further details on the Journal of Family Business Strategy can be obtained from <http://www.elsevier.com/locate/jfbs>.

##### TIMELINE AND SUBMISSIONS

Submissions are due by June 1st 2012. Contributors should follow the directions for manuscript preparation and submission available under <http://ees.elsevier.com/jfbs>. For questions regarding submissions or the content of this Special Issue, authors are welcome to write to one of the guest editors: Kim Eddleston (K.eddlestone@neu.edu), Robert Morgan (rmorgan@cba.ua.edu), or Torsten Pieper (tpieper@kennesaw.edu).