



# Determinants of Promotion vs. Prevention Focus in Family constitutions

**CIE PhD Workshop on Family Firms & Mittelstand**

Wednesday 15 December 2021

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# Presentation plan

Introduction	PhD profile and work
	Main motivations and originality of the paper
	Purposes of the paper
Conceptual aspects	Family constitution
	Regulatory Focus theory as theoretical lens
	Antecedents
methodological aspects	Methodological approach
	Sample and data collection
	Data analysis
Preliminary results on 4 cases	Antécédents related to each family constitution
	Importance of the processual factors
Expected contributions	Provisional findings
	Recap slide & expected feedback
	Question time

## Main motivations

- *Still underresearched (difficulties to access the data)* (Botero et al., 2015; González-Cruz et al., 2021)
- *Need to highlight*
  - heterogeneity of family governance mechanisms* (Arteaga & Escribá-Esteve, 2021)
  - importance of family variables* (Kotlar & Chrisman, 2019)
- *Recent publications on “why” family governance mechanisms are settled up* (Parada et al., 2020 ; Cicek et al., 2021).

## Originality of the paper

- *Based on a data set of 9 family businesses giving access to their family constitution;*
- *In the continuity of the theorization of a tool which comes originally from practice;*
- *With the aim of being useful for researchers but also for family members and practioners* (Binz Astrachan, Astrachan, Kotlar, & Michiels, 2021).