

Be Part of An Important Survey About Coping With Covid-19

Kimberly Eddleston (Northeastern University)

KEYWORDS: Strategy, Family Business, crisis management.

While the pandemic has created economic turmoil, family and business disruption, and challenges that could last a lifetime, it also presents a unique opportunity to learn and improve family business knowledge that will last generations. Harnessing the lessons of this crisis requires the help of those directly affected by the crisis.

The purpose of this survey is to provide family business practitioners with actionable advice by gathering information and best practices from business families contending with the challenges posed by the Covid-19 pandemic. The research team aims for a quick turnaround of the results, making them available to the respondents within just a few weeks. In order to best support the community of family business owners, our goal is to get this information back to the respondents as efficiently as possible.

Please follow [this link](https://belkcollege.az1.qualtrics.com/jfe/form/SV_9GfWC9YBsXgQd0N) (https://belkcollege.az1.qualtrics.com/jfe/form/SV_9GfWC9YBsXgQd0N) to participate in the 15-minute survey. Respondents have the option to receive a set of actionable recommendations based on the data collected. Please note that the first page of the survey includes detailed information about the background of the study and what your participation involves. On the second page, you will be asked to give your explicit consent to participate (you can only access the actual questionnaire once you have agreed with all the consent questions). Please don't be discouraged by this short additional step -- this is standard procedure for international research projects of this nature and a requirement by the university ethics commission.