

FamilyBusiness.org Forges Alliance With Family Business Review

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FamilyBusiness.org (<https://familybusiness.org/>) and Family Business Review have formed an alliance to offer family enterprises around the world research-tested advice on how to build, manage and sustain vibrant businesses.

Family Business Review (FBR) (<https://journals.sagepub.com/description/FBR>), a refereed journal published quarterly since 1988, is a scholarly publication devoted exclusively to exploring the dynamics of family-controlled enterprises of all sizes around the world. Published by SAGE and owned by the Family Firm Institute (FFI), FBR is a member of **the Committee on Publication Ethics (COPE)**. (<http://publicationethics.org/>)

As part of this partnership, FamilyBusiness.org will work with FBR authors to create short, practice-focused articles that summarize their research's key takeaways for family business leaders and managers, future leaders, and the investors, consultancies, universities and others that support them. These articles will be written in non-academic language that makes the advice accessible to everyone.

FamilyBusiness.org is part of the **EIX** (<https://familybusiness.org/>) online platform. EIX was launched in 2014 through the generous support of the **Richard M. Schulze Family Foundation** (<https://www.schulzefamilyfoundation.org/>), the charitable organization established by Best Buy founder and chairman emeritus Richard M. Schulze. EIX publishes articles, videos, case studies and other resources that help more entrepreneurs and innovators be successful. In the early years of EIX, editors discovered a need for a site especially devoted to the needs of family enterprises. FamilyBusiness.org was launched in 2018, offering similar resources as EIX but more tailored to the needs of family firms.

Since 2014, readership on both sites has grown to approximately 5 million visitors each year (based on the current academic year, which runs from July 1, 2022 through June 30, 2023.) Today EIX and FamilyBusiness.org continue to receive support from the Schulze Foundation. Because of this generosity, visitors can access content on both sites for free.

"Through our partnership with FamilyBusiness.org, the reach and influence of *Family Business Review* will be further extended to family enterprises worldwide, providing increased access to scholarly research and research-based decision making as multi-generational family-owned companies continue to meet the challenges of today's world. This partnership reinforces FFI's mission to be the most influential global network of thought leaders in the field of family enterprise," said Judy Green, president of the Family Firm Institute.

FamilyBusiness.org's first research translation of a *Family Business Review* article focuses on how **family businesses can use their history and legacy** (<https://familybusiness.org/content/How-famous-family-firms-use-their-history-to-connect-with-stakeh>) to connect more deeply with outside stakeholders.

Along with the new partnership with *Family Business Review*, FamilyBusiness.org also has a longstanding partnership with the *Journal of Family Business Strategy*. EIX has partnerships with *Strategic Entrepreneurship Journal*, *Journal of Business Venturing* and *Entrepreneurial Theory & Practice*. Translations of scholarly research published on the FamilyBusiness.org and EIX sites have been viewed nearly 600,000 times. Some of these translations have attracted more than 70,000 views each; many have attracted more than 7,000. Our articles have also encouraged more site visitors to explore the scholarly research, increasing the number of downloads of the

original study. More examples of our research translations can be found [here](https://familybusiness.org/search?search=research%20insights&type=Research+Insight&sites=familybusiness.org&pageSize=10) (<https://familybusiness.org/search?search=research%20insights&type=Research+Insight&sites=familybusiness.org&pageSize=10>) .

Outside of our formal partnerships, FamilyBusiness.org will continue to occasionally publish translations of research from other journals as well. Authors of recently published, peer-reviewed entrepreneurship studies are invited to consider publishing short translations of their articles on our site. For more information about contributing original content or research translation articles published in peer-reviewed journals, visit [here](https://familybusiness.org/submission-guidelines) (<https://familybusiness.org/submission-guidelines>) or contact one of the Senior Editors of FamilyBusiness.org.