

*Call for Papers*  
*Family Business Review - Special Issue*  
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**Marketing and Family Businesses**

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**Guest Editors**

**Eileen Fischer**

York University, [efischer@schulich.yorku.ca](mailto:efischer@schulich.yorku.ca)

**A. Rebecca Reuber**

University of Toronto, [reuber@rotman.utoronto.ca](mailto:reuber@rotman.utoronto.ca)

Published since 1988, *Family Business Review* is an interdisciplinary scholarly forum to publish conceptual, theoretical and empirical research aimed to advance the understanding of family enterprise around the world. Scholars and practitioners have traditionally searched for new insights into the causal processes underlying the differential characteristics of these firms in terms of organizational behaviour, governance structures, financial and social performance, and prospects for sustainable business.

To date, however, there has been relatively little consideration of whether family firms differ systematically from non-family firms in terms of their marketing strategies and tactics, or in terms of their behaviour as purchasers or suppliers in value chains. Given that prior research has revealed that family firms differ significantly from other types of firms in regards to dominant goals, a range of managerial practices, and financial and other types of performance we may well expect the marketing and value chain perceptions, tactics, and outcomes for such firms to be worthy of further examination.

Indeed, it is surprising how little attention has been devoted to the multifaceted dimensions of marketing and value chain activities of family firms. If family firms are different, these differences should be reflected equally in divergent marketing orientation proclivities, marketing communication and public relations tactics, brand and reputation management practices, new product development and innovation, pricing policies, and international marketing behaviors. If their goals and managerial styles differ, their internal marketing as well as their external practices in managing their suppliers and acting as purchasers may also be distinct from those in non-family firms. Given that family firms may practice marketing in unique ways, and may have a distinctive set of meanings in contemporary culture, we might also expect customers and prospective consumers of their goods and services to have patterns of identification with family firms and to form relationships with them that differ in predictable ways. By addressing these and other related marketing issues, we hope to enhance our understanding of family firms and to stimulate greater integration of marketing research in the field. Equally, we aim to contribute to the field of marketing based on insights gained from research conducted within the context of family firms.

Family Business Review invites authors to submit manuscripts for a special issue on **marketing and family firms**. We seek a range of articles at different levels of analysis, including: individual, family, firm, stakeholder group, contextual and institutional factors. Both conceptual and empirical papers are welcome, as well as studies carried out with different methodological approaches including qualitative, quantitative and analytical techniques. Papers should suggest new theoretical perspectives or provide fresh empirical insights. Topics of interest, as they apply to family-firm marketing-related issues, include but are not restricted to:

- Market orientation in family firms
- Marketing communications and public relations in family firms
- New product development and innovation in family firms
- Family firm branding and reputation building
- Pricing practices in family firms
- Advertising practices in family firms
- International marketing behaviour or strategies of family firms
- Internal marketing in family firms
- Supplier relationship management by family firms
- Purchasing practices in family firms
- Family firms as a target market
- Customer identification with or relationships to family firms

**Submission Process:** Manuscripts should be submitted through the central Family Business Review web site (<http://mc.manuscriptcentral.com/fbr>) indicating “**Special Issue**” as the **manuscript type**.

**FBR Submission Guidelines:** FBR is open to many different formats and styles of presentation. Manuscripts should not be more than 35 typed double spaced pages, all inclusive, using 12-point Times New Roman font and one inch margins. All documents submitted should be Microsoft Word files. Please remember to use APA guidelines.

**Deadline:** Manuscripts must be submitted by **May 31, 2010**. The Special Issue will be published in September 2011.

Papers will undergo double-blind, developmental reviews by a special review board tailored to this Special Issue. Final acceptance of approved papers will be contingent on incorporating reviewers’ feedback to the satisfaction of the editors.