



8th INTERNATIONAL FAMILY BUSINESS RESEARCH FORUM

September 23-26, 2025, Casablanca, Morocco



CHAIRS

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SUBMISSION DEADLINE : APRIL 1st, 2025

Submit your contribution here: www.ifbrf-casablanca-2025.org

BACKGROUND

The International Family Business Research Forum (IFBRF), now in its 8th edition, remains a key platform for advancing family business research and fostering meaningful dialogue and collaboration among scholars, practitioners, and emerging researchers, all within an inspiring context.

Building on the legacy of seven successful editions hosted at prestigious institutions—including the University of Witten/Herdecke in Germany (2015), the University of Naples Federico II in Italy (2016), WU – Vienna University of Economics and Business in Austria (2017), the International University of Monaco (2019), Hasselt University in Belgium (2022), the American University of Sharjah in the UAE (2023)—and following the vibrant 7th edition in Paphos, Cyprus (2024), the Forum now arrives at ESCA Ecole de Management in Casablanca, Morocco.

The field of family business research has witnessed significant growth over recent decades, driven by a recognition of the pivotal economic and social contributions of family businesses worldwide. Despite this progress, the field stands at a critical juncture, necessitating both deeper theoretical development and broader empirical investigation. One key area requiring further attention is the intersection between the family and the business. While substantial research has focused on the firm-centric aspects of family businesses, there remains a limited understanding of the business family as a reciprocal institution. The family, with its evolving structures, intergenerational relationships, and socio-emotional priorities, plays a foundational role in shaping business practices and outcomes. However, this complexity remains under-theorized, impeding the development of integrated frameworks that account for the duality of family and business.

Furthermore, the geographical and cultural focus of family business research has been centered on Western economies. While this has generated valuable insights, it has also resulted in a narrow view that overlooks the diverse socio-economic and institutional contexts in which family businesses operate globally. Emerging markets, characterized by unique features, challenges, and opportunities, offer fertile ground for expanding the theoretical and empirical boundaries of the family businesses field and also for comparative and context-sensitive research.

Lastly, while the field has benefited from borrowing theories from broader management and organizational studies, there is a pressing need to develop conceptual frameworks tailored specifically to family businesses. These frameworks must capture the idiosyncratic features of family businesses, including their socio-emotional wealth, long-term orientation, and the balancing of familial and business priorities. Addressing this need is critical for advancing family business research and ensuring its relevance in an evolving global landscape.

AIM FOR THE FORUM

The 8th International Family Business Research Forum seeks to push the boundaries of family business scholarship. Building on prior editions, this 8th edition emphasizes the importance of addressing theoretical, methodological, and contextual gaps to further enrich the field. The goal is to inspire research that bridges these gaps and enhances our understanding of family firms' complexity and heterogeneity.

In this spirit, the Forum aims to:

- Examine the evolving **dynamics of business families** as institutions that both shape and are shaped by their enterprises.
- Investigate the **contextual and cultural heterogeneities** of family businesses, exploring how varying environments influence their strategies, governance, and sustainability.
- Foster the development of **tailored theoretical frameworks** that capture the features of family firms, moving beyond the adaptation of general management theories.
- Explore and promote **methodological advancements** that better capture the heterogeneity and complexity inherent in family businesses.
- Highlight the **practical implications of research** and identify actionable insights for family business owners, managers, and policymakers.

The Forum will address critical questions that challenge the current boundaries of family business research, including but not limited to:

- How can research better capture the heterogeneity and evolving nature of family businesses across different socio-cultural contexts?
- What theoretical and methodological approaches can enhance the field's capacity to explain family business behaviors and decision-making processes?
- How can interdisciplinary approaches integrate insights from fields like psychology, sociology, and economics to deepen our understanding of family business?
- How can research contribute more effectively to the practical needs of family businesses?

Through dialogue and collaboration among scholars, practitioners, and emerging researchers, this Forum seeks to contribute to the continued growth and refinement of the family business field, inspiring impactful, practical, and contextually relevant research.

KEYNOTE SPEAKER



Cristina CRUZ SERRANO

Dr. Cristina Cruz is a Professor of Entrepreneurship and Director of the IE Center for Families in Business. She holds a Ph.D. in Economics from Universidad Carlos III de Madrid. She is an internationally recognized expert in the study of family businesses and entrepreneurial families. Her research on corporate governance, philanthropy, and entrepreneurship within family-controlled organizations has been published in leading academic management journals. Her outstanding research contributions have earned her several awards, and she currently serves as Associate Editor of the Family Business Review. Dr. Cruz is also Director of the IE Center for Families in Business, a Fellow of the Family Firm Institute, and a member of the scientific board of the Family Office Observatory at Politecnico di Milano.

TYPES OF SUBMISSIONS

We warmly encourage international scholars at all stages of their research to submit their ideas, works in progress, and completed studies to the Forum. Understanding that the Forum serves as a platform for scholarly exchange, we invite submissions in various formats to accommodate a wide range of contributions.

Submissions may include:

- **Research Ideas and Doctoral Proposals:** These should outline the research questions, theoretical frameworks, methodology, and expected contributions to the field of family business.
- **Extended Abstracts:** they should be no less than 1000 words and include the Research Questions and Objectives, the Theoretical Background, Methodology/Design, Findings, Originality, Theoretical, Managerial, and Social Implications, References, and Keywords.
- **Draft papers or full papers:** Both conceptual and empirical research papers are welcome, whether in draft form or fully completed.
- **Teaching case study:** We encourage submissions of teaching case studies that present real-world or hypothetical family business scenarios, accompanied by teaching notes.

All the contributions will be evaluated through a double-blind process with at least two reviewers.

HOW TO PARTICIPATE

All submissions must be made through the Forum's online submission system and not via email. Please visit the following website for submission details:

For any inquiries, feel free to contact us at: [🌐 Ifbrf Casablanca 2025](#)

KEY DATES & DEADLINES

All submissions are due	April 1st, 2025
Notification of acceptance/ rejection for all submissions	May 15th, 2025
Registration deadline	June 30th, 2025
Doctoral workshop date	September, 23rd, 2025
Forum dates	September, 24-26, 2025

FORMAT

The Forum will feature a highly interactive and diverse format designed to foster rich discussions and knowledge exchange across multiple dimensions of family business research and practice. Several session types will ensure a great experience for all participants:

Doctoral Workshop: This session will provide a platform for PhD students to present their research ideas and receive constructive feedback from senior scholars. The workshop aims to support emerging researchers by offering guidance on developing their projects and refining their research questions and methodologies.

Paper Presentations and Discussions: The organizing team (based on external reviewers) will provide feedback (one-page written review) on the papers/proposals accepted for presentation in the Forum. Also, each paper will be assigned a formal discussant who will provide constructive feedback. Presenters will have the opportunity to refine their work based on feedback from both academics and practitioners.

Meet the Editors/Publication booster: An opportunity for scholars to engage with editors and co-editors of leading academic journals in family business research. Participants can gain insights into the publication process, discuss their research ideas, and receive guidance on how to improve their submissions for leading journals.

Practitioners Session: These sessions will feature family business practitioners who will share their personal experiences and insights on the challenges of managing family businesses. Attendees will gain valuable perspectives on the practical aspects of family businesses.

Case Study Session: This session will focus on the methodology for writing case studies. The session will also explore strategies for engaging audiences and facilitating case studies.

PROGRAM (Tentative)

Day 1 : 23 September 2025 Doctoral Workshop

- *Welcome and registration*
- *Plenary Workshop: "The PhD Journey in Family Business Research"*
 - *Presentation of Doctoral Proposals*

Day 2 : 24 September 2025

- *Casablanca City Tour 09:00 – 13:00 (optional)*
- *Panel Discussion 17:30 – 19:30 (ESCA Ecole de Management)*
- *Welcome reception, 19:30 – 20:30 (ESCA Ecole de Management)*

Day 3 : 25 September 2025

- *Welcome and Parallel Sessions, 08:30 – 18:00 (ESCA Ecole de Management)*
 - *Keynote Session*
 - *Meet the editors*
- *Gala Dinner, 19:00 – 22:00 (location TBA)*

Day 4: 26 September 2025

- *Parallel Sessions and Concluding Session, 08:30 – 18:00 (ESCA Ecole de Management)*
- *Plenary Practitioners Session: "Voices from the Field: Challenges and Successes in Family Business"*
 - *Case study workshop*

Day 5: 27 September 2025 (optional)

- *Visit Program to Marrakech (ticket +)*

Conference Proceedings

All accepted abstracts will be published in the conference proceedings and distributed to participants via email.

Registration Fees

- Participation fees: 350 Euros
- Ticket+ : 150 Euros

AWARDS

- Best research paper award
- Best contribution to practice award / Best case study award

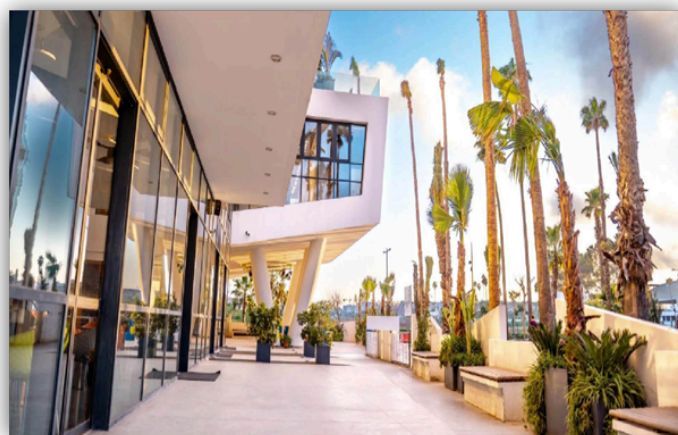
FOR MORE INFORMATIONS

If you have any questions, please contact us at : [!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95_img.jpg\) **Ifbrf Casablanca 2025**](#)

VENUE

ESCA École de Management, Casablanca, Morocco

The Forum will be hosted at ESCA École de Management, in the heart of Casablanca Finance City (CFC), Morocco's leading financial and business hub, bridging Africa, Europe, and the Middle East.



Looking forward to meeting you in Casablanca (Morocco) in September 2025!