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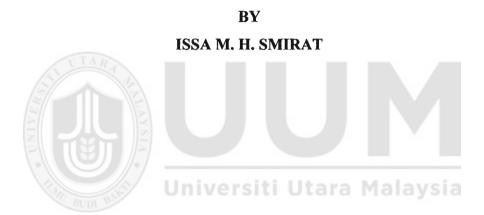


## FAMILY BUSINESS STRATEGIC ORIENTATIONS, STRUCTURE, AND PERFORMANCE: MODERATING EFFECTS OF FAMILY INFLUENCE AND ENVIRONMENT IN PALESTINE



DEGREE OF DOCTOR OF PHILOSOPHY UNIVERSITI UTARA MALAYSIA February 2016

# FAMILY BUSINESS STRATEGIC ORIENTATIONS, STRUCTURE, AND PERFORMANCE: MODERATING EFFECTS OF FAMILY INFLUENCE AND ENVIRONMENT IN PALESTINE



Thesis Submitted to School of Business Management Universiti Utara Malaysia, in Fulfillment of the Requirement for the Degree of Doctor of Philosophy

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#### ABSTRACT

Family businesses (FB) play a significant role in solidification the world economy in developed and developing countries. The FB performance depends on various factors. Among those factors strategic orientation (SO), organization structure (OS), family influence (FI), and the effect of external environment (EE). The main aim of this study is to examine the effects of SO, OS moderated by FI, and EE on family firm performance. Via the random stratified sampling technique, Palestine family business owners have completed a 315 as a sample of quantitative data using the questionnaire. The data were statistically using PLS-SEM to test the structural model. Findings suggest the direct effects of strategic orientation and organizational structure on family firm performance is widely supported. Data shows positive significant relationships between defenders, prospectors and reactors' strategic orientations relationship with family firm performance. Furthermore, there is a positive relationship between centralized organizational structure and family firm performance. The sample shows that defenders, prospectors, analyzers, and reactors' strategic orientations are broadly used. In addition, family influence moderates these relationships effectively. The high level of family influence indicated a stronger negative relationship between defenders' and analyzers' strategic orientations and family firm performance, as opposed to when there is a low-level of family influence. Family influence also moderates the centralized organizational decisionmaking. As well as in older medium firms, the centralized decision-making is concentrated in the first and second generations since in newer and large firms, decision-making is more concentrated in the third and fourth generations. The results also indicate that external environment is negative moderates the relationships between defenders and prospectors' strategic orientations, and family firm performance. Besides, a weaker positive relationship between family influence and prospectors' strategic orientations, and family firm performance, as well as a weak positive relationship between the moderated effect of external environment and reactors' strategic orientations, and family firm performance. The theoretical, methodological and practical implications of the study are widely discussed. Moreover, future research are closely considered.

Keywords: Strategic Orientation, Family Firm Performance, Family Influence,

External Environment.

#### ABSTRAK

Berpandukan Teori Berasaskan Sumber dan Teori Luar Jangkaan, kajian ini meneliti kesan orientasi strategik, kesan struktur organisasi yang disederhanakan oleh pengaruh keluarga, dan kesan persekitaran luar terhadap prestasi syarikat milik keluarga. Sejumlah 315 pemilik syarikat milik keluarga di Palestin telah mengambil bahagian dalam kajian ini. Hasil kajian menyokong hipotesis kesan langsung orientasi strategik dan struktur organisasi terhadap prestasi syarikat milik keluarga. Terdapat hubungan positif dan signifikan antara orientasi strategik defender, prospector dan reactor terhadap prestasi syarikat milik keluarga. Selain itu, terdapat hubungan positif antara struktur organisasi berpusat dan prestasi syarikat milik keluarga. Sampel menunjukkan bahawa orientasi strategik defender, prospector, analyzer, dan reactor telah masing-masing diaplikasikan di Palestin. Tambahan pula, pengaruh keluarga memberi kesan penyederhana terhadap kesemua hubungan ini secara efektif. Apabila terdapat pengaruh besar dalam sesebuah keluarga, wujud hubungan negatif yang kuat antara orientasi strategik defender dan prestasi syarikat milik keluarga, berbanding dengan kewujudan pengaruh yang sedikit. Keputusan serupa turut didapati mengenai kesan penyederhana pengaruh keluarga terhadap orientasi strategik analyzer dan reactor. Pengaruh keluarga juga memberikan kesan penyederhana terhadap penilaian keputusan organisasi berpusat dalam menentukan keputusan kewangan, strategik dan operasi. Dalam syarikat lebih lama, kecil dan sederhana, penilaian keputusan berpusat bertumpu pada generasi pertama dan kedua, manakala dalam syarikat baharu dan besar, penilaian keputusan lebih bertumpu pada generasi ketiga dan keempat. Keputusan kajian juga menunjukkan bahawa persekitaran luar memberikan kesan penyederhana yang negatif terhadap hubungan antara orientasi strategik defender dan prospector dengan prestasi syarikat milik keluarga. Selain itu, dapatan kajian menunjukkan hubungan positif yang lemah antara pengaruh keluarga sebagai pemberi kesan penyederhana terhadap orientasi strategik prospector, dan prestasi syarikat milik keluarga, selain hubungan positif yang lemah antara kesan penyederhana persekitaran luar dan orientasi strategik reactor, dan prestasi syarikat milik keluarga. Implikasi teori, metodologi dan praktikal kajian turut dibincangkan.

Kata kunci: Orientasi strategik, Prestasi syarikat milik keluarga, Pengaruh keluarga, Persekitaran luar

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## LIST OF ABBREVIATIONS

AVE	Average variance extracted
β	Causal path or standardized path coefficient (Beta)
CEO	Chief executive officer
ρς	Composite reliability
df	Degrees of freedom
e.g.	Latin for exempli gratia, "for example"
EBIT	Earnings before interest and tax
et al.	Latin for et alii, "and others"
etc.	Latin for et cetera, "and other things"
f2	Effective size statistics
EE	External environment
FF	Family firms
FFP	Family firm performance
F-Culture	Family culture
F-Experience	Family experience
FI	Family influence
F-PEC	Family power, experience, and culture
F-Power	Family power
GDP	Gross domestic product
GOF	Goodness of fit
Н	Hypothesis
i.e.	Latin for <i>id est</i> , "that is"
IFERA	International Family Enterprise Research Academy
JBV	Journal of Business Venturing
JFBS	Journal of Family Business Strategy
JSBM	Journal of Small Business Management

Ν	Number of cases
N.A.	Not available
n.s	Not significant
OYAGSB	Othman Yeop Abdullah Graduate School of Business
p.	Page
PNA	Palestinian National Authority
PCBS	Palestinian central bureau of statistics.
pp.	Pages
$R^2$ or $r^2$	Coefficient of determination
RBV	Resource-based theory
ROA	Return on assets
ROE	Return on equity
S&P 500	Standard & Poor's 500
SD	Standard deviation
SEM	Structural equation modeling
Sign.	Significance level
TQM	Total quality management
UNCTAD	United Nations Conference on Trade and Development.
US	United States of America
VIF	Variance inflation factor
vs.	Latin for versus, "against"
WB	World Bank
Q2	Stone-Geisser Predictive relevance and average of model to estimate PLS path model evolution
q2	Change in predictive relevance when blindfolding tests are turn

# CHAPTER ONE INTRODUCTION

#### 1.1 Background of the Study

Family business performance as a research subject is widely debated by considerable efforts to investigate the influence of family on the family firm strategic orientation in different environments (Essen, Carney, Gedajlovic & Heugens, 2015). The family business introduced as unique and heterogeneous firms in terms of ownership, behavior, environment, family, business objectives and performance (Howorth et al., 2010; Basco, 2013). However, these firms face significant challenges in performance levels and achieving goals.

Family business was defined as multiple members of the same family, which involves in the business as major owners or managers over time (Miller, Breton-Miller, Lester & Cannella Jr, 2007). In fact, family business firms (FBFs) are ancient and the most predominant form of business enterprises in worldwide. For example, "Houshi Onsen" family business in Japan was extended to 46 generations (Sommer, 2012), where it continued to be the cornerstone of the international world economy (Miller et al., 2007).

In general, the FBF performance relates to the firm's financial and non-financial progress. For example, it was comprehensively proposed by Murphy, Trailer and Hill (1996) as the firm's efficiency in assets, equity, sales, profit, firm size, liquidity,

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