

SHEIKH SAOUD BIN KHALID  
BIN KHALID AL-QASSIMI  
CHAIR IN FAMILY BUSINESS AT AUS



SITY OF SHARJAH

الشارقة

# ACTIVITY REPORT

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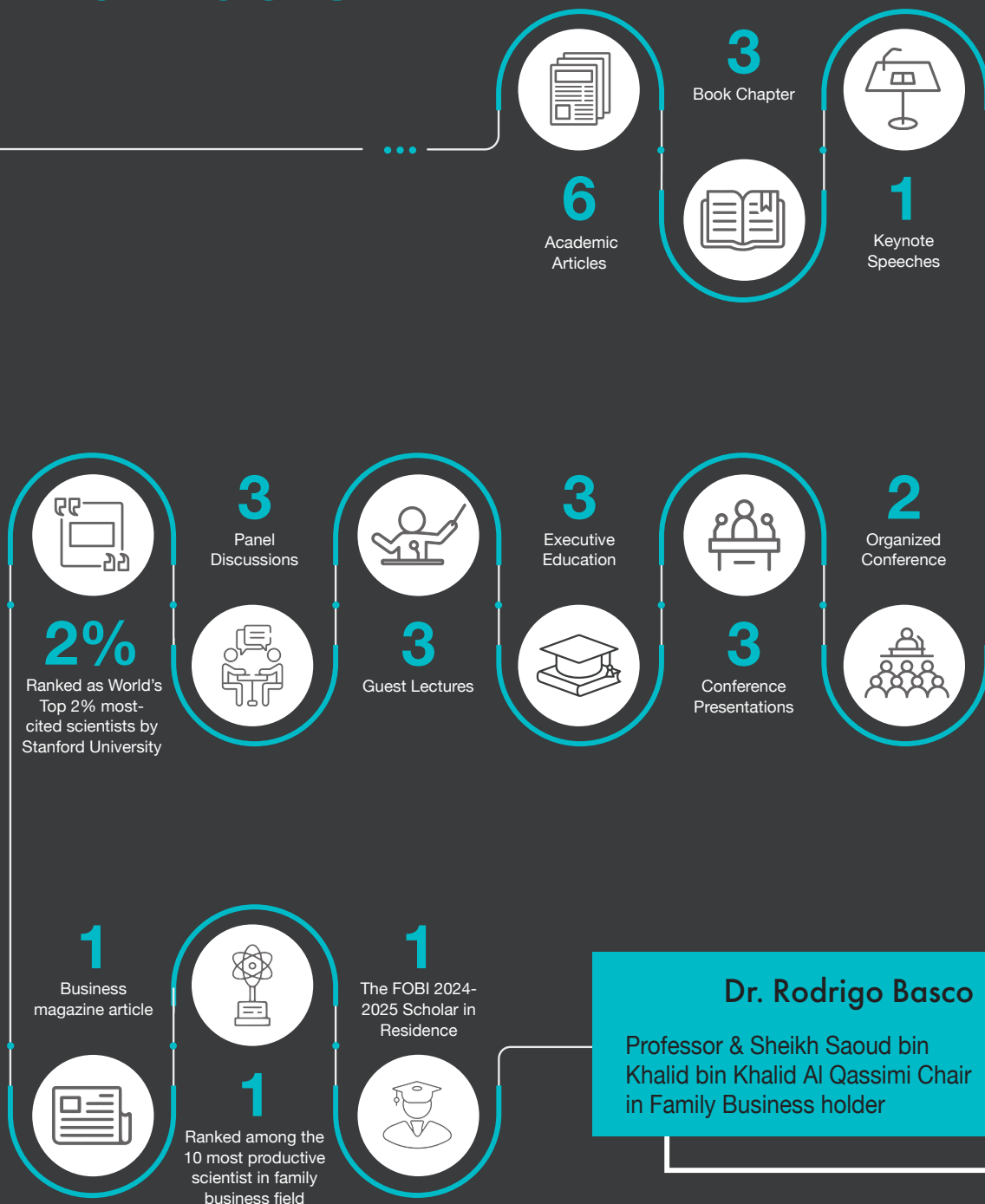


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# A Year in numbers



**Dr. Rodrigo Basco**  
Professor & Sheikh Saoud bin Khalid bin Khalid Al Qassimi Chair in Family Business holder

# INTRODUCTION



This academic year has been a remarkable journey for us as we strengthened our family business activities locally, regionally, and internationally. Through a focused blend of education, research, and industry engagement, we have fostered enduring support for family businesses. These collective efforts have not only brought our community closer but have also expanded our global connections, laying a strong foundation for future growth and collaboration.

**Dr. Rodrigo Basco**

*Professor & Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business at American University of Sharjah*



My four-year journey as a research assistant at the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business has provided me with invaluable insights into the dynamics of family businesses and entrepreneurship. At the chair, we engage in diverse research projects focusing on key family business concepts such as corporate governance, succession planning, next-generation entrepreneurial intentions, and the entrepreneurial ecosystem. We also organize events and conferences that bridge the gap between theoretical knowledge and real-world application in the family business and entrepreneurship research field, providing students with a platform to guide their entrepreneurial and family business journeys.

**Arpita Vyas**

*Research Assistant at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business at American University of Sharjah*

# Guest Speakers

**Haleema Al Owais** emphasized a fundamental truth at the core of every family business: the importance of treating people with care and respect. She shared how cohesive family dynamics are not just part of the business but the very foundation of its success. Her experiences navigating through challenges while maintaining strong family ties provided our students with a real-world perspective on leadership and unity.



## Transforming Sharjah into "THE GREAT INCUBATOR"

Entrepreneurship Course  
designed by Basco R. powered by Sheraa



### Kevin Czok

Managing Partner and Co-Founder of Hotel Data Cloud

**Keynote:**  
Entrepreneurial Pitch



### Zohare Haider

CEO and Co-founder of Jalebi

**Keynote:**  
Value Proposition



### Nader Aboulhosn

CMO at Unicorp Ventures

**Keynote:**  
Understanding Customer Relationships & Channels



### Christian Frost Jensen

Commercial Advisor, Digitalization, and Tech – Trade Council of Denmark in the UAE

**Keynote:**  
Business Model Canvas



### Enakshi Madan Roy,

Entrepreneur in Residence at Sheraa  
and Investment Director 2022 Female Angels Movement

**Keynote:**  
Fueling your Startup's Growth:  
A workshop on Financials and Raising Early Stage Funding

# TEACHING ACTIVITIES

The “**Fundamentals of Family Business**” course empowers students with essential knowledge to proficiently manage and govern family businesses. This course addresses the challenges that the next generation of family members will face as they step into leadership roles. In the academic year 2023-2024, more than 60 students benefited from top-quality education and training in family business management.



The “**Entrepreneurship**” course aims to develop and nurture the entrepreneurial spirit among the next generation of family members. The goal is to enhance their entrepreneurial leadership skills to create new businesses, become intrapreneurs, or lead their family businesses into new stages of development. This course specifically focuses on corporate entrepreneurship within family businesses and the creation of new ventures, equipping students with the knowledge to drive future growth. In the academic year 2022-2023, more than 60 students benefited from this entrepreneurial education. This course was powered by SHERAA.



**Mentoring Session  
for Aspiring NextGen  
Entrepreneurs  
powered by Sheraa**





# Students' Comments



I just wanted to thank you for both courses and express my deepest gratitude. I am being completely honest in saying that you have been the most passionate and, probably for that reason, the best professor I have ever had. It is amazing to see how you can follow your passion for Family Businesses and convey the knowledge in a fun and engaging way. Your energy for this topic has been really inspiring and motivating for me to follow my own passion.



I would like to thank you for everything you have taught me this semester. I assure you that I will carry this knowledge forward throughout my professional career. I truly admire your way of teaching.

# RESEARCH ACTIVITIES



## Academic Articles

- Cano Rubio, M.M., Barroso, A., Sanguino, R., Valentino, A., Calabrò, A., & Basco, R. (2024). We don't fire! Family firms and employment change during the COVID-19 pandemic. *Journal of Family Business Management*.
- Basco, R. (2024). Regional development and family business: A perspective article. *Journal of Family Business Management*.
- Arteaga, R., & Basco, R. (2023). Disentangling family firm heterogeneity: Evidence from a cross-country analysis. *European Journal of Family Business*.
- Al-Dajani, H., Bang, N.P., Basco, R., et al. (2023). A multi-voiced account of family entrepreneuring research: Expanding the agenda of family entrepreneurship. *International Journal of Entrepreneurial Behavior & Research*.
- Basco, R., Bassetti, T., Munoz-Bullon, F., & Sanchez-Bueno, M.J. (2023). Euro adoption and intra-European Union exporters' productivity: Differences between family and non-family firms. *European Research on Management and Business Economics*.



## Editorial

- Suwala, L., Ahrens, J., & Basco, R. (2024). Family firms, hidden champions, and regional development. *ZFW – Advances in Economic Geography*.



## Book Chapters

- Basco, R. (2024). Goals. *In Elgar Encyclopedia of Family Business*. Edward Elgar Publishing.
- Basco, R. (2024). Informal Institutions. *In Elgar Encyclopedia of Family Business*. Edward Elgar Publishing.
- Basco, R. (2024). Embeddedness. *In Elgar Encyclopedia of Family Business*. Edward Elgar Publishing.



## Business magazines and newspapers

- Basco, R. (2024). تعرّف إلى أنماط وريثة الشركات العائلية مع أمثلة من المنطقة العربية. *Harvard Business Review Arabia*



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**Shikha Agarwal**, a doctoral candidate at Xavier's Institute of Management, India. My academic background includes a graduate degree in Psychology from Delhi University and a master's degree in Entrepreneurship from EDII, India. Additionally, my experience working in my family firm has greatly influenced my research work. My research interests lie in the domain of family business and entrepreneurship.

Working with Dr. Rodrigo Basco as a visiting scholar at AUS has been a great learning experience. He has helped me view research questions and convert them into full-fledged research work in a completely new light. He has played a crucial role in shaping my thesis work. Learning about family businesses and entrepreneurial initiatives in the Middle East has broadened my perspective.

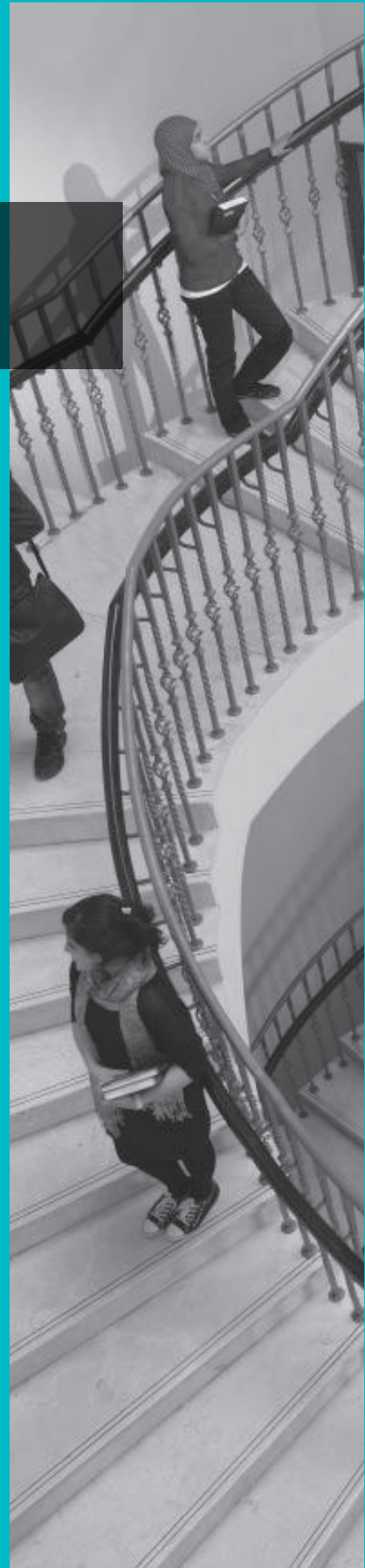


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**Faheem Uddin Syed**, an On-Field Researcher at EMA - Accessori Metallici per la Moda in Italy, currently serves as a temporary visiting scholar at the American University of Sharjah, U.A.E. He is pursuing his PhD in Business Administration and Management at the Università di Pisa, Italy. With an MS degree from the Università degli Studi di Messina, Italy, and MBA & BBA degrees from Iqra University, Pakistan, Faheem has a diverse educational background. Throughout his career, he has taught courses ranging from fashion design to quantitative techniques in analysis, statistical inference, and digital marketing (theory and practice). Faheem has showcased his expertise through publications in prestigious international journals indexed in Scopus and Web of Science, such as the International Journal of Emerging Markets and the Journal of Global Fashion Marketing.

## Conference

- Basco, R., Parara, M. J., & Samara, G. (May 2024). “Family Successor Intention: A Microfoundation of Institutional Logics Perspective” at the 2024 SPGC Global Family Business Summit, Amalfi Coast, Italy.
- Basco, R., & Guerrero, M. (March 2024). “Sharjah as a Great Incubator: The Birth and Development of an Entrepreneurial Ecosystem” at Spark Creative Entrepreneurship, Berlin, Germany.
- Basco, R., & Guerrero, M. (June 2023). “How Institutional Logics Shape the Entrepreneurial Process” at the European Academy of Management, Dublin, Ireland.



## Speeches and Talks

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- Basco, R. (2024). “Family Business in the UAE” at American University of Sharjah Library ED Talks, Sharjah, UAE.



- Basco, R. (2024). “Family Business Ecosystem in the GCC” at the 1st MBSC Family Business Workshop, Riyadh, Saudi Arabia.



- Basco, R. (2023). “How Cultural Contexts Influence Family Businesses” at the Instituto de Familias Empresarias del Tecnológico de Monterrey (IFEM).



- Basco, R. (2023). “Family Business Management” book presentation at the Instituto de Familias Empresarias del Tecnológico de Monterrey (IFEM).

## Award

- “FOBI Scholar in Residence” 2024-2025 by the Family Owned Business Institute at Grand Valley State University “In recognition of an unwavering dedication to advance knowledge in the family business field, and an exceptional commitment to the dissemination of invaluable practices for family business success”
- Ranked among the 10 most productive scientist in family business field by Texas State University
- Ranked as World’s Top 2% most cited scientists by Stanford University



# INDUSTRY ENGAGEMENT

## Panel discussion

- Pons, T., Calcagni, R., & Basco, R., (2024). Panel discussion on “*United Legacies: Strategic Growth through Family Business Acquisitions*” at the 2024 SPGC Global Family Business Summit, Amalfi Coast, Italy.



- Basco, R. (2023). Panel discussion on “*Strategic Initiatives for Tech Advancement in the Middle East: The Synergy of Government Policy and Technological Innovation*” at the Sharjah Research Technology and Innovation Park, Sharjah, UAE.



## Report

- 2024 SPGC-KPMG Global Family Business Report: *“Unlocking Legacy – The Path to Superior Growth in Family Business”*

## Featured

- Basco, R.’s research was featured in a Fortune 500 article titled *“The 100 Longest-Serving CEOs in the MENA Region.”*







## Executive Education

- Workshop “Empowering Family Legacies: Navigating Shareholder Dynamics in Family Business” at SPGC NextGen Academy, Italy, May 2024.
- Workshop “Importance of Entrepreneurship in Sharjah” at the American University of Sharjah, Sharjah, January 2024.



- Workshop “Responsible Family Owners” for Saudi family businesses in collaboration with The Business Family House. Jeddah, October 2023.





# 6th International Family Business Research Forum



ACADEMIC YEAR  
2023-2024