

# The transmission of values in family businesses - stories as a form of communicating cultural values



**Dr. Mirko Zwack & Prof. Dr. Arist von Schlippe**

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# Introductory remarks

- The **values of a company are passed on by stories**
  - [narrative administrative research] Boyce 1996, Gabriel 2000
  - [research on organizational culture] Sackmann 2000, Weick 1987
  - [“Organizational Stories in a Family-Owned Business”] McCollom 1992
- Nevertheless **theoretical argumentations and empirical illustrations are still rare**



**HOW DO STORIES COMMUNICATE CULTURAL VALUES WITHIN ORGANIZATIONS?**

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**Sehr geehrter, lieber Interessent, sehr geehrte, liebe Interessentin,  
herzlichen Dank für Ihr Interesse an unserer Vortragspräsentation.  
Gerne stellen wir Ihnen diese in Gänze zur Verfügung. Bitte senden Sie uns  
eine Anfragemail an: [wissen@wifu.de](mailto:wissen@wifu.de).**