

Editorial

*Salvatore Esposito De Falco**

No abstract is available for this article

The issue of our journal, opens in 2022, introduces many innovations, both of an organizational and scientific nature. The number 1/2022, in fact, is written only in English and has as guest editor four foreign colleagues who have enthusiastically joined our editorial project. The other novelty concerned a topic of great interest for managerial studies: the family business which has always attracted scholars from different context and fields.

Colleague Daniel Lorenzo of the University of Cadiz in Spain who coordinated the group of guest editors, composed of Álvaro Rojas, Universidad de Cádiz, Spain; Pedro Núñez-Cacho, Universidad de Jaén, Spain Andreas Kallmuenzer, Excelsia Business School, La Rochelle, France, managed to aggregate the interest of important colleagues and experts who have identified the scientific fields of the special, attracting the interest of many researchers and Colleagues. To demonstrate this, 11 papers have been selected, four of which for editorial needs will be postponed to the next issue which will be published between the end of 2022 and the beginning of 2023.

The contributions received have in fact fueled the debate on the longevity of the family business.

It is well known that scientific contributions do not unanimously support a positive relationship between longevity and family ownership system; however, the fact remains that the presence of the family within the property represents an important driver for the success of the firm and in some cases identifies some emotional factors that go beyond economic interests by identifying new factors for survival.

In fact, it is known that the economic-managerial literature has always

* Full Professor of Business Management, Sapienza Università di Roma. salvatore.espositodefalco@uniroma1.it

crystallized the idea of the business as a system aimed at creating income for shareholders, stakeholders and their employees. This approach, supported by the theoretical strands of the agency and the theory of property rights, in the case of the family business seems to open to other approaches such as that based on emotionality, family ties and above all on the ability to make the name of the founder immortal that most of the time it coincides with that of the company or is identified with it.

A famous film by Antony Hopkins and Brad Pitt (Meet Joe Black) highlights the tradeoff between profit and survival of the family business, highlighting, under certain conditions and at certain times, the prevalence of survival over profit. Of course, this approach, while appearing closer to Latin and bank-based system, and non-market-based governance rules, in some cases shows a strong topicality of thought with issues related to sustainability.

The company is sustainability if it survives and if it protects everyone's interests. The emerging theme, therefore, is not longevity and sustainability as an end, but behavior and an approach oriented towards sustainability and longevity; this approach, in fact, seems to be influencing studies on marketing and consumer attention. The next issues, except in rare cases, will all be published in English; with this issue, our journal significantly undertakes to push internationalization and an expansion of cross-national knowledge.