

NEPOTISM, RELIGIOSITY, ACHIEVEMENT ORIENTATION AND FAMILY BUSINESS PERFORMANCE: AN EMPIRICAL INVESTIGATION IN NIGERIA (SUB SAHARA AFRICA).

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Abstract

There seems to be a considerable amount of research on non-family business in the extant literature as compared to the family business. However, "families are a common context of generalized social exchanges". Families have been revealed to offer lifelong group membership. They often demand direct and indirect reciprocity among their group members since they are independent in the development of cohesion, love, and other socioemotional goods. Family alliances or partnerships are formed to "produce and share interdependent resources that would otherwise be unavailable". This study is an empirical investigation of nepotism, religiosity, and achievement orientation on family business performance in Sub-Saharan Africa, with the objectives to investigate the antecedents of family business performance in family businesses in Nigeria. The researcher used the social exchange theory and the theory of planned behavior in this study. The study used the sequential explanatory mixed method, interviews were conducted to family business owners and administered and received 404 completed set of questionnaires. The employees of the family business and family members working with the family also form the sample population. The findings of the study revealed that the influence of nepotism (reciprocal nepotism) on family business performance is positive, religiosity influences family business performance positively; lastly achievement orientation did not lend support for the direct effect on family business performance. As a result of the findings of the study it is recommended that family businesses promote reciprocal nepotism by ensuring the management team must be professional and independent.

Keywords: Reciprocal and Entitlement Nepotism, Religiosity, Achievement Orientation, Theory of planned behavior, Family Business Performance.