

Familiness in Family Business: A Bibliometric Analysis

Keluargaan dalam Perniagaan Keluarga: Analisis Bibliometrik

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Abstract: Family businesses have been ranked as among the top contributors to the overall global revenue. These firms are unique due to the embeddedness of family elements in their operation. The involvement of family members in the management and operation of such organizations is termed "familiness". Scholars have proposed familiness as a unique resource for family businesses, which can be leveraged by top management to gain a competitive advantage. However, thus far, the discussion on the concept of familiness has lacked a systematic and bird-eye review perspective, which has hindered understanding of the overall body of knowledge. To bridge this gap, a bibliometric analysis was employed to analyse the patterns and trends in past studies on familiness. The dataset consists of 149 articles retrieved from the SCOPUS database and imported into the Biblioshiny interface using the Bibliometrix R package. Analysis showed that familiness studies are growing and familiness concept is developing. Ten themes related to the familiness were identified, with the major ones include the development of the familiness concept, attributes and characteristics of a family business, and concerns for organizational growth and continuity. The findings of this bibliometric study, which is the first performed on the topic of familiness, offer recommendations for future research to further explore the role of familiness in facilitating family businesses' strategic imperatives, such as internationalisation efforts, in ensuring the continuity of these firms across generations.

Keywords: bibliometric analysis, bibliometrix, familiness, family business, family resources, R-package;

Abstrak: Perniagaan keluarga adalah antara penyumbang tertinggi kepada keseluruhan hasil dunia. Firma ini unik kerana terdapat elemen kekeluargaan dalam operasi mereka. Penglibatan ahli keluarga dalam pengurusan dan operasi perniagaan jenis ini diistilahkan sebagai "kekeluargaan". Para sarjana telah mencadangkan kekeluargaan sebagai sumber unik untuk perniagaan keluarga, yang boleh dimanfaatkan oleh pengurusan tertinggi perniagaan keluarga untuk mendapatkan kelebihan daya saing. Walau bagaimanapun, setakat ini, terdapat kurang perbincangan tentang konsep kekeluargaan dari perspektif sistematik dan umum, yang telah menghalang pemahaman tentang keseluruhan bidang ilmu tersebut. Untuk mengatasi jurang ini, analisis bibliometrik digunakan untuk mengkaji corak dan tren dalam kajian kekeluargaan. Set data terdiri daripada 149 artikel telah diambil daripada pangkalan data SCOPUS dan diimport ke Biblioshiny menggunakan pakej Bibliometrix R. Analisis menunjukkan bahawa kajian kekeluargaan semakin bertambah dan konsep kekeluargaan semakin membangun. Sepuluh tema yang berkaitan dengan

kekeluargaan telah dikenal pasti, dengan tema utama termasuk pembangunan konsep kekeluargaan, sifat dan ciri perniagaan keluarga, dan kebimbangan terhadap pertumbuhan dan kesinambungan organisasi. Penemuan kajian bibliometrik ini, yang merupakan yang pertama dilakukan dalam topik kekeluargaan, mencadangkan penyelidikan yang lebih lanjut di masa hadapan tentang peranan kekeluargaan dalam menyokong keperluan strategik perniagaan keluarga, seperti usaha pengantarabangsaan, dalam memastikan kesinambungan firma ini merentas generasi.

Kata kunci: analisis bibliometrik, bibliometrix, kekeluargaan, perniagaan keluarga, sumber keluarga, pakej R;

Introduction

Familiness is defined as a collection of exclusive resources that belong to a particular family business. These resources are generated as a result of family members' involvement and interactions in the business environment (Habbershon & Williams, 1999; Pearson, Carr & Shaw, 2008). Based on the resource-based view (RBV), in order to qualify familiness as a resource, it must fulfil elements of valuable, rare, imitable, and non-substitutable (Habbershon & Williams, 1999; Barney, 1991; Miles, 2012). Familiness as a resource can be utilised to gain a competitive advantage, facilitate the development of solution of issues that are associated with family businesses, and ultimately achieve performance success (Habbershon & Williams, 1999).

According to the 2021 Family Business Index by Ernst & Young and University of St. Gallen's Center for Family Business, the 500 largest family businesses combined generated revenue worth 7.28 trillion US dollars, ranking them as the third highest contributor to global revenue (Robertsson, 2021). According to a prior study, the total economic impact of family companies on the global gross domestic product (GDP) is estimated to exceed 70 per cent (Osunde, 2017). These statistics demonstrate that the global economy is fundamentally propelled by family businesses. Given that family businesses drive the global economy and thrive on familiness, a solid base has been established from which to explore and understand the familiness concept. Thus far, the concept lacks a systematic review from a general perspective. This gap needs to be addressed as it hinders academic understanding of the overall landscape of the knowledge on familiness concept. This study sought to fill the research gap by examining the patterns and trends in familiness studies. The study was guided by the following research questions:

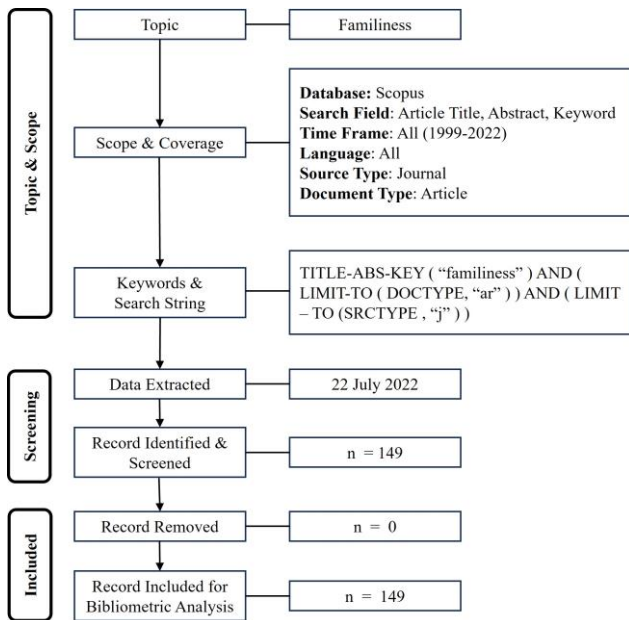
- a) What are the most relevant journals which publish familiness-related studies?
- b) Who are the most relevant authors on the topic of familiness?

- c) What are the most relevant affiliations of authors associated with the topic of familiness?
- d) Which familiness-related articles are the most frequently cited?
- e) Which keywords are frequently used in the familiness-related topic?
- f) Which collaboration networks can be identified of authors of familiness-related articles?
- g) What are the emerging themes in familiness-related studies?

Materials and Methods

The bibliometrix R-package software designed by Aria and Cuccurullo (2017) was used to achieve the purpose of this study. The software enables statistical or quantitative analysis of selected scholarly databases to determine the demographic trends of the data, detailed relationships between data, and data groupings (Ahmi, 2022). The SCOPUS database was used to retrieve bibliometric information from familiness-related studies. SCOPUS was chosen due to its status as the largest literature database and high reliability in terms of the exhaustiveness of its searches and the high-quality bibliometric data produced (Ahmi, 2022; Montoya, Alcayde, Baños, & Manzano-Agugliaro, 2018; Boyack, van Eck, Colavizza, & Waltman, 2018; Oakleaf, 2009). Figure 1 presents the flow diagram of the search strategy adopted in this study to identify familiness studies. As shown in Figure 1, a total of 149 articles were selected for the study.

Figure 1. Flow diagram of search strategy for familiness studies (*source*: Zakaria et al., 2020)



Findings

The main information in the dataset containing the 149 articles is reported in Table 1.

Table 1: Main information of familiness studies dataset

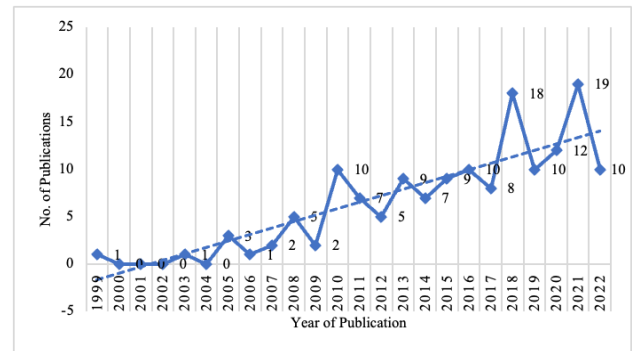
INFORMATION ABOUT DATA	
Timespan	1999:2022
Sources (Journals, Books, etc)	80
Documents	149
DOCUMENT CONTENTS	
Keywords Plus (ID)	113
Author's Keywords (DE)	409
AUTHORS	
Authors	336
Authors of single-authored docs	19
AUTHORS COLLABORATION	
Single-authored docs	19
Co-Authors per Doc	2.65
International co-authorships %	24.16
DOCUMENT TYPES	
Article	149

Annual Publication Trends

Figure 2 depicts the annual publication trends in familiness-related research from 1999, when the familiness concept was introduced by Habbershon and Williams (1999), until 2022. Overall, from 1999 to 2022, the number of publications linked to familiness studies is

rising. Specifically, from 1999 until 2004, there appears to have been no growth in familiness-related publications. In 2010, however, eleven years after the introduction of the familiness concept, scholars began to produce more familiness studies, with twelve studies published in that year. Since 2018, the number of publications has substantially increased compared to previous years, with 18 and 19 publications in 2018 and 2021, respectively.

Figure 2. Number of publications of year 1999 to 2022), with the trendline



Relevant Journals

The 149 familiness articles were published across 80 journals but primarily in the four leading journals: The Journal of Family Business Strategy, Entrepreneurship: Theory and Practice, Family Business Review, and The Journal of Family Business Management. Table 2 lists the top ten journals that published articles on familiness-related topic. Family Business Review published the first article introducing familiness concept in the context of family business.

Table 2. Top ten journals by frequency of publications on familiness studies

Sources	TP	Cite Score 2021	SJR 2021	SNIP 2021	h	q (2022)	Publisher
Journal of Family Business Strategy	16	8.0	1.309	1.839	51	Q1	Elsevier, United Kingdom
Entrepreneurship: Theory and Practice	17	13.7	3.353	3.353	16	Q1	Wiley-Blackwell, United States
Family Business Review	11	11.4	2.499	3.533	11	Q1	SAGE publications, United States
Journal of Family Business Management	20	4.2	0.527	1.001	20	Q2	Emerald, United Kingdom
International Journal of Entrepreneurship and Small Business	38	1.3	0.287	0.515	38	Q3	Inderscience, United Kingdom
International Journal of Entrepreneurship Behaviour & Research	75	8.0	1.206	2.178	75	Q1	Emerald, United Kingdom
Corporate Ownership and Control	21	0.2	0.148	0.216	21	Q4	Virtus Interpress, Ukraine
Entrepreneurial Business and Economics Review	16	3.7	0.473	0.830	16	Q2	Cracow University of Economics, Poland
Academy of Strategic Management Journal	21	2.1	0.238	0.776	21	Q3	Allied Business Academies, United States
Baltic Journal of Management	31	4.6	0.687	1.221	31	Q2	Emerald, United Kingdom

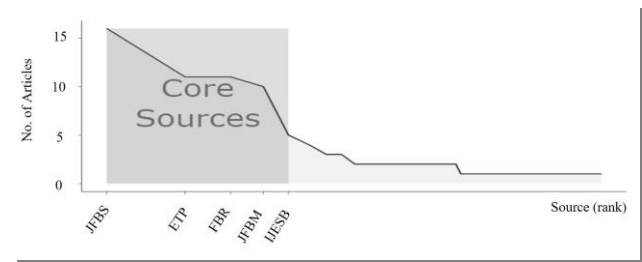
Note: TP = total publications; SJR = Scimago journal ranking; SNIP = source-normalised impact per paper; h = author’s Hirsch-index (h-index); q = quartile

Bradford’s Law

Bradford’s Law was introduced by Samuel Clement Bradford in 1934. Through Bradford’s Law, sources can be clustered into three zones: zone 1 (core), zone 2 (intermediate), and zone 3 (outlying). This law acts as a guideline for source clustering, assisting researchers to identify the primary journals, which are located in zone 1, covering a specific subject or topic (Ahmi, 2022; Shenton & Hay-Gibson, 2009). The intermediate zone consists of journals that focus on related topics, while the outlying zone consists of journals that are the least specialised in the subjects of interest and contain the fewest related articles (Shenton & Hay-Gibson, 2009).

From the 149 articles published in 80 journals in the dataset, 53 articles were published in the five journals that were located in the core zone (refer to Figure 3), 47 articles were published in 26 journals that were in the intermediate zone, and the remaining 49 articles were published in 49 journals that were in the outlying zone. This suggests that the five journals in the core zone were exceptionally productive in publishing works pertaining to familiness studies, with a total of 53 articles produced. In order of the total number of works published, these five were: *Journal of Family Business Strategy* (JFBS) (16 articles), *Entrepreneurship: Theory and Practice* (ETP) (11 articles), *Family Business Review* (FBR) (11 articles), *Journal of Family Business Management* (JFBM) (10 articles), and *International Journal of Entrepreneurship and Small Business* (IJESB) (5 articles).

Figure 3. Source clustering for familiness studies based on Bradford’s Law

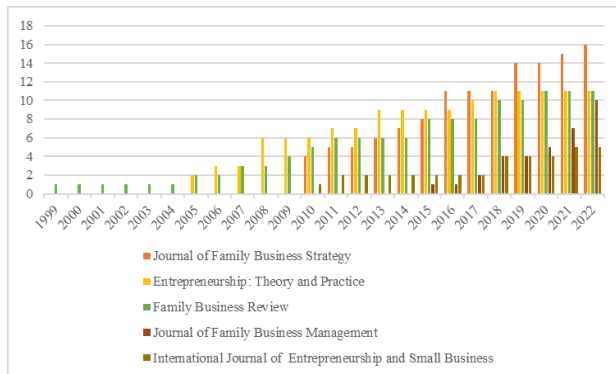


Source Dynamics

Source dynamics demonstrate the annual expansion of specialised journals. Figure 4 depicts the extended analysis of the evolution of the five main journals categorised in the core zone and publishing familiness-related studies between 1999 and 2022. As the graph indicates, *Family Business Review* was the pioneer in publishing articles on familiness. From 1999 to 2004, this journal published one article each year on the topic

of familiness. Later, in 2005, *Entrepreneurship: Theory and Practice* started to publish articles related to familiness. In 2010, the other two journals – *Journal of Family Business Strategy* and *International Journal of Entrepreneurship and Small Business*, began to publish familiness studies. By 2010, *Journal of Family Business Management* had published its first article on this topic.

Figure 4. Source dynamic growth of five leading journals publishing familiness-related studies



Most Relevant Authors

Based on the dataset, Table 3 lists the top ten authors, ranked according to the number of publications they have produced on the topic of familiness, which ranges from three to six. Both Basco, R. and Cabrera-Suárez, M.K. produced six publications on familiness, and their h-indices are 20 and 11, respectively. Ireland, R.D. and Kuratko, D.F. rank highest in terms of h-index values, with their respective scores being 59 and 42. Each wrote three articles on the topic of familiness.

Table 3. Top ten authors with the affiliations

No	Author	Affiliation	N P	Year of publications	GNP	Citations	h
1	Basco, R.	American University of Sharjah, United Arab Emirates	6	2022, 2021, 2020, 2019, 2016, 2015	55	1333	20
2	Cabrera-Suárez, M.K.	Universidad de Las Palmas de Gran Canaria, Spain	6	2022, 2020, 2018, 2015, 2013, 2011	18	961	11
3	Martín-Santana, J.D.	Universidad de Las Palmas de Gran	5	2020, 2015, 2014, 2013,	85	821	42

		Canaria, Spain		2011			
4	Barros-Contreras, I.	Universidad Austral de Chile, Valdivia, Chile	4	2022, 2017, 2016, 2014	11	89	4
5	Di Toma, P.	Università degli Studi di Modena e Reggio Emilia, Italy	3	2012, 2012, 2010	9	18	3
6	Frank, H.	Wirtschaftsuniversität Wien, Austria	3	2017, 2013, 2010	35	926	16
7	Hernández, J.	Universidad de Valladolid, Spain	3	2022, 2017, 2016, 2014	3	24	2
8	Holt, D.T.	E. J. Ourso College of Business, United States	3	2022, 2017, 2016, 2014	48	2535	24
9	Ireland, R.D.	Texas A&M University, United States	3	2013, 2011, 2010	12	2063	59
10	Kuratko, D.F.	Kelley School of Business, United States	3	2021, 2010, 2008	11	7762	42

Note: NP = number of publications; GNP = global number of publications; h = h-index

Most Relevant Affiliations

The most relevant affiliation refers to the number of published articles, based on the affiliated universities or institutions of the authors. The ten most relevant affiliations related to the topic of familiness are presented in Table 4. As shown in this table, Wu Vienna University of Economics and Business published the most familiness-related articles (eight), followed by Universidad De Las Palmas De Gran Canaria (seven), and Mississippi State University (six). These institutions are in Austria, Spain, and the United States, respectively.

Table 4. Relevant affiliations of authors

No.	Affiliation of Authors	Number of Articles
1	Wu Vienna University of Economics and Business, Austria	8
2	Universidad de las Palmas de Gran Canaria, Spain	7
3	Mississippi State University, United States	6

4	University of Modena and Reggio Emilia, Italy	6
5	American University of Sharjah, United Arab Emirates	5
6	Universidad de Valladolid, Spain	5
7	Chulalongkorn University, Thailand	4
8	University of Girona, Spain	4
9	University of Nicosia, Cyprus	4
10	Bond University, Australia	3

Country-specific Production

Country-specific production is measured using the country affiliation of the authors. Overall, the country affiliations in the field of familiness included 42 countries. As shown in Table 5, most authors were affiliated with institutions in the United States, followed by Spain and Italy, with 57, 37, and 25 respectively.

Table 5. Country-specific production based on authors' affiliations

No.	Country	Freq.	No.	Country	Freq.
1	USA	57	22	Netherlands	3
2	Spain	37	23	South Africa	3
3	Italy	25	24	Brazil	3
4	United Kingdom	19	25	Iran	2
5	Germany	17	26	Japan	2
6	Austria	14	27	Liechtenstein	2
7	France	10	28	Lithuania	2
8	Australia	9	29	Belgium	1
9	Poland	9	30	China	1
10	Cyprus	7	31	Colombia	1
11	Malaysia	5	32	Czech Republic	1
12	Switzerland	5	33	Denmark	1
13	Thailand	5	34	Egypt	1
14	Tunisia	5	35	Finland	1
15	Canada	4	36	Greece	1
16	Chile	4	37	Israel	1
17	Sweden	4	38	Nigeria	1
18	India	3	39	Norway	1
19	Ireland	3	40	South Korea	1
20	Lebanon	3	41	Turkey	1
21	Mexico	3	42	Uganda	1

Most Globally Cited Papers

Table 6 lists the ten articles that received the most global citations. As the table shows, there were two seminal papers on the topic of familiness. The first seminal paper was authored by Habbershon and Williams in 1999. The second seminal paper was published in 2003, authored by Habbershon et al. These two seminal papers have the highest number of total citations (TC), with 1196 and 849, respectively. These seminal papers are core papers that initially proposed the

familiness concept, so they become primary references for subsequent discussions of the concept by scholars. Based on Table 6, while TC denotes the definite number of times a research paper has been cited by other academic works, TC per year denotes the number of total citations of a research paper divided by the number of years since its publication. Hence, TC per year measured the average annual impact of a paper. Normalised TC, on the other hand, refers to equitable attribution of citations to all authors involved in the publication of a paper (Banshal, Verma & Yuvaraj, 2022; Ahmi, 2022).

Table 6. Most frequently cited familiness-related papers

Authors	Source	Total Citations	TC per year	Normalised TC
Habbershon & Williams (1999)	Family Business Review	1196	49.83	1.00
Habbershon et al. (2003)	Journal of Business Venturing	849	42.45	1.00
Pearson et al. (2008)	Entrepreneurship: Theory and Practice	550	36.67	3.17
Zellweger et al. (2010)	Journal of Family Business Strategy	405	31.15	3.75
Minichilli, et al. (2010)	Journal of Management Studies	304	23.38	2.81
Ensley & Pearson (2005)	Entrepreneurship: Theory and Practice	281	15.61	1.94
Rutherford et al. (2008)	Entrepreneurship: Theory and Practice	185	12.33	1.07
Tokarczyk et al. (2007)	Family Business Review	158	9.88	1.92
Lester & Cannella (2006)	Entrepreneurship: Theory and Practice	152	8.94	1.00
Moores (2009)	Family Business Review	129	9.21	1.83

Note: TC = the number of total citations

Word Cloud

A word cloud is a visual representation of a collection of commonly used and repeated terms from a dataset pertaining to a certain topic; it is shown in varying font sizes and colours. A word cloud is

informative because it enables researchers to visualise the key terms associated with a specific topic (Chauhan, 2020). The font sizes of words represent the frequency with which the terms are used in a certain dataset; the font size of a word increases proportionally to its frequency of use in a dataset. The use of different colours for words conveys the diversity of keywords found in a specific dataset.

Figure 5 provides a visualisation of 50 words most frequently used when discussing the topic of ‘familiness’, based on the dataset. Limiting the word cloud to display only 50 words allows the most significant themes to emerge. Based on Figure 5, the term ‘familiness’ was frequently repeated along with other terms like ‘family business’, ‘family firms’, ‘family firm’, ‘resource-based view’, ‘entrepreneurial orientation’, ‘innovation’, ‘firm performance’, ‘entrepreneurship’, ‘family businesses’, and ‘family involvement’. Some insights about familiness concept can be gleaned from the word cloud. For example, Resource-based View and Social Capital are the theories used to discuss familiness concept. Furthermore, it was discovered that succession, internationalisation, innovation, and firm performance are among the topics that are associated with familiness concept.

Figure 5. Word cloud of familiness studies dataset generated through Biblioshiny

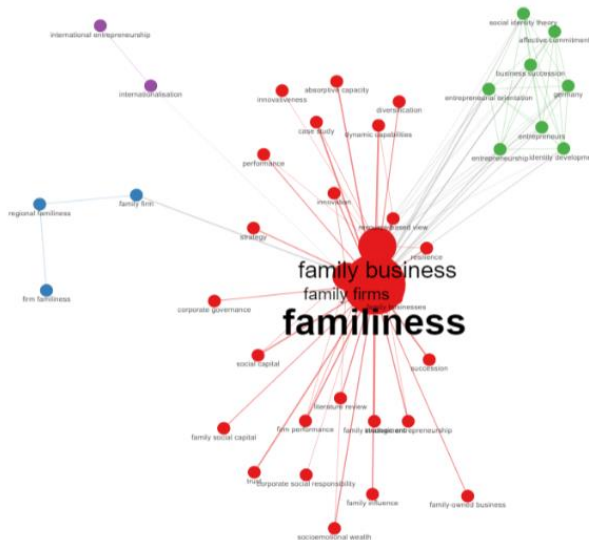


Co-occurrence Networks

Co-occurrence networks enable researchers to observe and analyse the relationships between two or more events or terms that occur simultaneously (Ahmi, 2022). Figure 6 displays the relationships between familiness and its related keywords. This network map, which was built using keywords of articles given by authors (author keywords), generated 40 nodes. Among the prominent keywords in this network were ‘familiness’, ‘family business’, family firms’, and ‘resource-based view’ as the bubbles of these keywords are the largest. In this figure, the way nodes are related reflects the existence of a relationship, but the strengths of the relationships are diverse. The strength of a relationship is displayed by the thickness of the line

connecting the nodes. Thicker lines mean stronger relationships and vice versa.

Figure 6. Co-occurrence network map of authors’ keywords



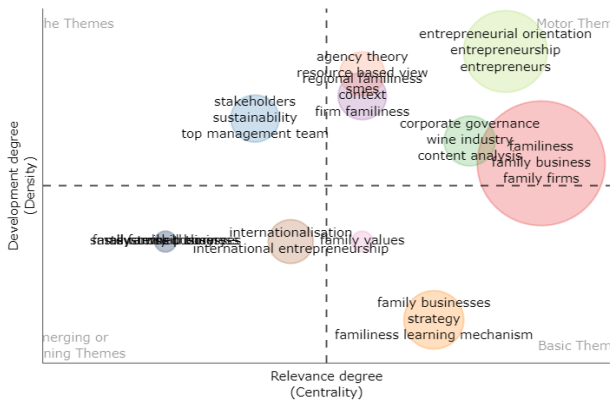
This co-occurrence networks analysis generated four thematic clusters in which the keywords are related, and these have been differentiated using colours: red, blue, green, and purple. Based on this result, the following clusters were recognised: i) *familiness at the firm level* (red bubbles); ii) *familiness at the aggregate level* (blue bubbles); iii) *attributes and characteristics of family businesses* (green bubbles) and iv) *strategic imperative/vision of family businesses* (purple).

Themes in Familiness-Related Studies

A thematic map is an extension of the co-occurrence networks analysis, in which the emergent themes are placed into the typology (Aria & Cucurullo, 2018; Ahmi, 2022). In a thematic map, the keywords from the dataset are measured by levels of centrality and density. Centrality measures the degree of interaction between networks (at Y-axis), while density (at X-axis) measures a network’s intrinsic strength (Ahmi, 2022; Disney, 2022, Di Cosmo et al., 2021). The keywords can be positioned into four themed quadrants: the themes in the upper quadrant are motor themes and niche themes; the themes in the lower quadrant are emerging or declining themes and basic themes. Based on Figure 7, ten emergent themes were identified. Five themes were specifically found in the motor themes quadrant, one in the niche themes quadrant, two in the

declining/emerging themes quadrant, and two in the basic theme quadrant.

Figure 7. Thematic map of familiness studies from 1999 to 2022



Theme 1: Development of familiness concept and its roles (familiness-family business-family firms)

Since this circle is the largest, it is the largest theme and resides mainly in the motor theme quadrant. This quadrant is characterized by high centrality and high density. Nonetheless, a quarter of the circle was still residing in the basic theme quadrant. This demonstrates the significance of the theme in this research field and its progression from an underdeveloped to a developed topic. This theme mainly focuses on the origins of the familiness concept and includes the nature of familiness, the development of a measurement/scale for the concept, and its roles in the context of family businesses. For instance, to strengthen the familiness measurement, Zellweger et al. (2010) incorporated organisational identity as the third dimension of the familiness construct. These three dimensions (involvement, essence, and organisational identity) were found to positively influence a family firm’s success. In a separate study, familiness as a set of image-related resources belonging to the firm had a favourable effect on the development of a powerful family brand (Parmentier, 2011).

Theme 2: Attributes and Characteristics of family business (entrepreneurial orientation-entrepreneurship-entrepreneurs)

This is the second largest emergent theme in the thematic map and resides in the motor theme quadrant. This theme has the highest centrality and highest density,

indicating that it is well-developed and important to the structure of the familiness field of study. Among the discussions under this theme was the idea that family firms are less innovative despite being characterised as having more conducive innovation environments than non-family firms (Jocic et al., 2021). To overcome this issue, Jocic et al. (2021) introduced entrepreneurial orientation to mediate familiness and innovation outcomes. Another study found that in the context of family micro businesses, familiness was a family-related component with a positive influence on entrepreneurs’ job satisfaction (Latip et al., 2022).

Theme 3: Family businesses’ concern for growth and continuity (Corporate Governance)

The third theme resides in the motor theme quadrant and intersects with Theme 1. This third theme concerns corporate governance in the context of family firms. Among the discussions in this theme include the implications for governance that occur as a result of family business exits from the market due to unsolved succession issues (Di Toma & Montanari, 2012). Their study found that the existence of familiness did not influence the decisions of family businesses to exit when the firms lack specific organisational capabilities. On the other hand, another study discussed the influence of familiness on the growth of family businesses (Fuentes Lombardo et al., 2008). Their findings revealed that growth was directed towards family purposes more than business purposes when familiness was more evident; however, growth was diverted to business motivation when familiness was less evident.

Theme 4: Familiness at aggregate level (Agency theory-resource-based view-regional familiness)

The fourth theme emerged in the motor theme quadrant. This theme focuses on the familiness of family businesses at the aggregate level, which has been termed regional familiness. Among the discussion in this theme was the proposal that regional familiness was a means to achieve regional sustainability (Basco, 2015). The study of regional familiness was then extended by proposing that firm and regional familiness was a means to achieve five dimensions of regional outcomes associated with regional growth (Basco & Bartkevičiūtė, 2016).

Theme 5: Roles of familiness at firm level (SMEs context-firm familiness)

The fifth theme is the last in the motor theme quadrant. This theme relates to familiness in the context of small and medium family businesses. Other keywords

related to this theme include ‘small family business’, ‘knowledge transfer’, ‘internal succession’, and ‘undervalued resources’. Particularly in the small family business context, familiness was suggested to positively affect the relationship between predecessor and successor and in turn stimulate knowledge transfer (Muskat & Zehrer, 2017). In the other study, familiness formed the resources of a small family business and assisted the businesses to gain a competitive advantage (Royer & Bradley, 2020).

Theme 6: Role of familiness for internationalisation (Stakeholders-sustainability-top management team)

One theme emerged in the niche theme quadrant, which is characterised by high density and low centrality. Among the keywords related to this theme are ‘stakeholders’, ‘sustainability’, and ‘top management team’. These keywords highlighted that there are links that associated familiness with firm sustainability and the key people in the firm. For example, Wąsowska (2017)’s study identified factors influencing family firms’ internationalisation efforts in which the involvement of non-family stakeholders enhanced internationalisation efforts, while the involvement of family stakeholders began to hinder family firms from pursuing internationalisation.

Theme 7: Familiness as a tool (family businesses-strategy-familiness learning mechanism)

Theme 7 of the study resides in the basic theme quadrant and is characterised by high centrality and low density. The keywords in this quadrant include ‘family businesses’, ‘strategy’, and the ‘familiness learning mechanism’. Based on the thematic analysis, these are important topics in this field but remain underdeveloped. A study that belonged in this thematic category found that familiness as a learning mechanism emerged due to the interactions of family members in the business and was able to positively influence value creation within family firms (Barros-Contreras et al., 2022).

Theme 8: Family Values as Firm Values

The other theme in the basic theme quadrant is family values, which means the topic is still underdeveloped in the context of family business. Among the keywords associated with this theme include ‘familiness’, ‘tourism family firms’, and ‘corporate branding’. Presas et al. (2011) initially proposed family values, termed as familiness, influence family firm branding. Their findings revealed that familiness (as firm values) was present and positively influenced firm-

related outcomes and improved the travel experiences of customers.

Theme 9: Degree of familiness to support firm-level strategy (Internationalisation-international entrepreneurship)

Theme 9 was found to reside in the emerging or declining theme quadrant. This theme is characterised by low centrality and low density, which can be interpreted to mean that the themes are either emerging or diminishing. The main keywords associated with this theme include ‘internationalisation’ and ‘international entrepreneurship’. Another associated keyword was the term ‘business strategy’. One study revealed that family firms take a shorter time to pursue internationalisation than non-family firms (Wach, 2015). Another study found that the higher the level of familiness, the more likely a family firm is to pursue an internationalisation strategy, and vice versa (Cano-Rubio et al., 2021). Hence, based on this thematic analysis, internationalisation was found to be an emerging theme, but it was weakly developed and only marginally considered in familiness studies.

Theme 10: Emergence of familiness as a strategic resource and instituting use of the term ‘family business’ or ‘family firm’

The last theme to emerge in the thematic map is family-owned business, which resides in the emerging or declining theme quadrant. Among the identified keywords associated with family-owned business are ‘strategic resources’. One study revealed that familiness as a strategic resource could create a family business’ capability to gain a competitive advantage and thus influence business performance (Aung & Kohda, 2021). In this theme, the use of the term ‘family-owned business’ was found to be diminishing, with researchers likely to use terms with similar meanings such as ‘family business’ or ‘family firm’.

Conclusion and Directions for Future Research

To recap, this study addressed the issue of the underexplored familiness concept in family businesses. To fulfil this purpose, the study analysed the patterns and trends of familiness concept based on past studies by conducting a bibliometric analysis. This study focused on analysing the bibliometric data of 149 articles related to familiness studies. The emergent findings of the study

offer an overview of past studies that enables a general perspective of the overall landscape of the familiness concept. In conclusion, familiness studies are growing, and the familiness concept is developing. The familiness literature bibliometric analysis highlights four broad categories of discussion, which are *roles of familiness at both the firm level and at the aggregate level, family businesses' attributes and characteristics, family values as firm values, and concern for growth and continuity*. The issues of growth and continuity, including through internationalisation, are highlighted as the main business concerns of family companies. These constitute potential topics of prospective research to further develop and strengthen familiness as a body of knowledge and improve related practices. More specifically, there is a need to better understand the role of familiness and how it facilitates the strategic imperatives of family businesses, particularly in ensuring the continuation of a business across generations.

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