

جامعة نيويورك أبوظبي



NYU | ABU DHABI

ثارات  
THARAWAT  
FAMILY BUSINESS FORUM



# FAMILY BUSINESS HISTORIES

A COLLABORATIVE RESEARCH PROJECT BETWEEN NYUAD AND THARAWAT FAMILY BUSINESS FORUM



## *OUR RESEARCH*

Family Businesses are the pillars of economies in the Middle East, North Africa and South Asia (MENASA) and their sustainability is crucial to the region. We see in the history of family businesses an exceptional opportunity to gain insight into the economic and entrepreneurial history of the region.

## *OUR AIMS*

Our project aims to capture the stories behind some of the leading regional family businesses. In so doing, we examine reasons for their longevity, explore correlations between the founder stories and the business durability and look at underlying factors for entrepreneurial success specific to the MENASA region.

## *RESEARCH GOALS*

### **Understand the History**

Empirical academic research is being conducted to help explore the impact of family businesses on the region's economy.

### **Highlight the Legacy**

With our research, we aim to highlight the legacy and economic impact of selected family businesses on the region.

### **Preserve the Heritage**

We are in the process of building the first archive of family businesses in the MENASA, which will produce an invaluable repository for researchers and practitioners.

### **Inspire the Future**

Our research findings will enable us to understand family business decision-making and develop models for the future.

## *RESEARCH SCOPE*

### **The Founder**

Our project explores the biographical background of the Family Business Founder.

### **The Founding Years**

We capture the entrepreneurial journey, early challenges and opportunities encountered.

### **Historical Context**

We contextualize the business history in the wider economic and political environment.

### **Next Generations**

We gain insight into the integration of next generations of family members into the family business.

## *METHODOLOGY*

### **Primary Data**

- ↳ Oral History Interviews with members of multiple generations from business families.
- ↳ Collection of exclusive historical documents from family businesses for research and archiving.
- ↳ Quantitative Surveys addressed at a large audience of regional business families to analyze practices related to conservation of their corporate histories.



## FAQ

### How do I get involved?



If you are a **family business** interested to participate in the research, you can register your interest at [familybusinesshistories.org/family-businesses](https://familybusinesshistories.org/family-businesses)



If you are a **scholar** interested to join our Network of Scholars, please visit [familybusinesshistories.org/archives](https://familybusinesshistories.org/archives)



If you are an **archive or institution** interested to join our Network of Archives, please subscribe to [familybusinesshistories.org/archives](https://familybusinesshistories.org/archives)

For general inquiries, please contact us at [contact@familybusinesshistories.org](mailto:contact@familybusinesshistories.org)

### Does my family business qualify to participate?



We are interested in the founding stories of family businesses from all industries, whether operational or not operational today. We encourage you to contact us through our website [familybusinesshistories.org/family-businesses](https://familybusinesshistories.org/family-businesses)

### How do I document the history of my family business?



We encourage you to download our Checklist, which will provide you with a step-by-step guide on how to document your family business history. You can find it at [familybusinesshistories.org/family-businesses](https://familybusinesshistories.org/family-businesses)

### What are the project outcomes?



- Case studies
- Educational events for family business community
- Academic conferences and lectures
- Continuing to developing the study of family business histories
- Development of curricula material for undergraduate students locally and internationally
- The first family business repository in the MENASA region



*“Family firms are the backbone of the MENASA economy, their longevity and good business practices are essential for regional growth and development. Understanding family business legacy will enable us to draw valuable lessons for the future and create regional best practice.”*

**Farida El-Agamy**  
**General Manager**  
**Tharawat Family Business Forum**



*“The histories of individual family businesses and their founders are not only an essential part of the economic history of the MENASA region; they are also a fascinating prism through which to explore the region’s culture and its interwinement with local, national, as well as global developments.”*

**Martin A. Klimke**  
**Vice Provost for Academic Policies and Governance**  
**Program Head of History**  
**Associate Professor of History**  
**New York University Abu Dhabi**





## *New York University Abu Dhabi*

New York University Abu Dhabi is the first comprehensive liberal arts and science campus in the Middle East to be operated abroad by a major American research university. NYU Abu Dhabi has integrated a highly selective liberal arts, engineering and science curriculum with a world center for advanced research and scholarship enabling its students to succeed in an increasingly interdependent world and advance cooperation and progress on humanity's shared challenges.



## *Tharawat Family Business Forum*

The Tharawat Family Business Forum is an independent, non-for-profit membership association dedicated to the sustainability, innovation, and growth of MENA family businesses. The association was founded 2006 by leading family-owned companies from all over the Middle East, who had a vision for a strong peer community where families could share their experiences and learn from each other. Today, more than a decade later, Tharawat has grown into a key platform for education and opportunity for its community.