What is the scope and purpose of the STEP Quantitative Survey?

The STEP global research project is launching a first of its kind survey to explore trans-generational entrepreneurship practices, that is, the entrepreneurial behaviors of family firms over time. Forty-two leading universities from around the world are jointly investigating the impact of entrepreneurial attitudes and resources on performance and continuity in business families.

Who can participate in the survey?

Only STEP affiliates approved by the STEP Global Board can participate in the survey. Each affiliate team will nominate family businesses that meet the following criteria:

- At least 2nd generation of a family is involved in management or ownership of this business
- A business family must hold ‘the largest or dominant block of voting shares’ of at least one company
- At least one family member is directly involved in strategic decision making for the business and is willing to complete the survey. S/he is in a position that gives them direct knowledge about the strategies and strategic direction of the business.
- At least one business controlled by the business family should be medium to large in its industry / region

What about confidentiality & data security?

All data collected in this survey falls under the policy outlined in the STEP Confidentiality Agreement binding to all STEP Affiliates. No family or firm-level data will be made public without express consent from the respondent. All public distribution of data will be aggregated and untraceable to individuals, families, or companies. Only STEP researchers will be able to access raw data, and company names will be removed before distribution to them.

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