

SUCCESSION AND CONFLICTS IN FAMILY BUSINESS

Multiple Cases Study in Small Hospitality Firms

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This research is focused on two key aspects that are addressed on family businesses studies: succession and conflicts between the founders and family members. This study aimed to analyze the succession and conflicts in family businesses in the small hospitality firms in the city of Aracaju, Brazil. Specifically, verify main features of this type of company, describe the profile of the founders and heirs, analyze as the succession process, and identify the existing conflicts between the founders and heirs in these companies. The research method of this study was the study of multiple cases and four hospitality firms were researched. Data were collected through personal semi-structured interviews with at least one heir adopting open questions. As a result it was possible to verify that founders disagree to their possible successors during the decision making process and the same occurring with ideas brought to implement the business. In relation to people management there are conflicts about the relationship with employees, but it did not occur in all cases. Finally, among other perceived conflicts, they mainly occur by mixing roles of heir and son/ daughter, founder and father or mother. It was observed also that family issues are taken to the company and vice versa.

KEY WORDS: *family business, succession, conflict, tourism.*