

ANALYSIS OF COMPETITIVENESS IN COLOMBIAN FAMILY BUSINESSES

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Abstract

Building on the resource-based view and the configuration theory, the purpose of this study uses a systemic and multidimensional competitiveness index (CI) i.e. that incorporates system constraints among the 10 competitive pillars that form the index to assess the competitiveness level and the connection between competitiveness and economic performance [return on assets (ROA)] in family businesses (FBs).

Keywords

System dynamics, Competitiveness, Resource-based view, Family business