

ABSTRACT

This study aims to understand the family orientation concept for assessing the interaction between individual perceptions of family members and the company. The qualitative method with case study is used in this research to obtain a deeper understanding of the individual family members perceptions. The findings are based on three perspectives – third generation of the family, employees working for the company and fourth generation of the family. The data obtained from the field are compared to the literature, thus new findings from the field contribute to extending the concept of family orientation.

Keywords: Family business, support, communication

