

## **6.16 Emperical study of business values of owner managers, with the business family background and non business family background.**

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### **ABSTRACT**

The 'family' 'values' and the 'business' are presented in terms of contradiction. but some of the researchers proposed a broader view of family and enterprise, arguing for a stronger link between the dynamics of the family and the workplace (Baines and Wheelock, 1999; Fletcher, 2000; Johannisson and Huse, 2000; McCollom, 1988). Some empirical studies in the entrepreneurship literature have pointed explicitly to the role that families play in the survival of small firms. Business value can be defined as the importance of individuals give to outcomes arising in the work context (Elizur, 1984). In recent years, there has been a growing interest in analyzing business values . Thus purpose of this study was to examine the differences between business values of owner mangers with their business family background and owner managers of non business family background. Three business values identified for the study as ability to taking risk, ability to building social relationship and self confidence to doing a business of owner managers. The study was based on 33 small enterprises of non- business family background and 36 small businesses with business family background firms. The data collection technique was a likert scale questionnaire, and independent sample-tests were used to test the hypotheses formulated. Findings of the study is that, there is no difference between business values as ability to taking risk, self confidence to doing business and ability to building social relationships among owner managers with business family background and non-business family background .

**Keywords:** Business family background, Business values, Taking risk, Self confidence, Social relationship building