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College Student Intent to Join a Family Business

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Abstract

A primary concern for all businesses is acquiring a quality workforce, from entry level employees to leadership. College students are an important source for quality workforce acquisition. Few studies have examined college student intent to join a family business, both those students with family businesses and those students without family businesses. This study addresses the gap in the literature and addresses the differences between college students with family businesses intent and college students without family business intent to join a family business. The study also addresses college student without family businesses perceptions regarding family businesses, in general. A combination of qualitative and quantitative research strategies was used in this study. Results show there are differing reasons between the two groups of college students regarding intent to join family businesses. Additionally, the study finds college students without family businesses have misperceptions about this type of business. Recommendations for addressing these perceptions are discussed.

Keywords: career, business curriculum, family encouragement, family business motivation