

1. Record Nr.	UNINA9910767503003321
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Titolo	Family Business Cases : Insights and Perspectives from the United Arab Emirates
Pubbl/distr/stampa	Cham : , : Springer International Publishing AG, , 2023 ©2023
ISBN	3-031-39252-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (233 pages)
Collana	Springer Business Cases Series
Altri autori (Persone)	RamadaniVeland
Disciplina	658.045
Soggetti	Family-owned business enterprises United Arab Emirates
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Foreword -- Reference -- Preface -- The Importance of Family Business -- Structure of the Book -- References -- Acknowledgment -- Contents -- About the Editors -- Al Masaood Group: Through Diversification and Geographical Expansion to Success -- 1 Introduction -- 2 Business Overview -- 2.1 Automotive -- 2.2 Industrial -- 2.3 Business Services -- 2.4 Retail -- 2.5 Marine -- 2.6 Real Estate -- 2.7 Power Division -- 3 Geographical Distribution and Diversification -- 3.1 Benefits of Geographical Distribution and Diversification -- 3.1.1 More Customers -- 3.1.2 Income Security -- 3.1.3 Consistent Demand -- 3.1.4 Broader Brand Recognition -- 3.2 Geographical Distribution and Diversification of Al Masaood Group -- 4 Effective HR Policies -- 5 Leadership and Governance -- 6 Business in the Digital Era -- 6.1 Analytics
Sommario/riassunto	This book, 'Family Business Cases: Insights and Perspectives from the United Arab Emirates,' edited by Khaula Alkaabi and Veland Ramadani, provides an in-depth exploration of family businesses in the UAE. It highlights their critical role in the region's economy, contributing significantly to employment and GDP. The book consists of 14 chapters, each presenting a detailed case study of various family-owned enterprises, ranging from technology startups and construction

companies to service providers. The book aims to offer practical knowledge and insights on the dynamics, challenges, and strategies of family businesses in the UAE. It is intended for students, educators, and professionals interested in business management and economic development, particularly in the Middle Eastern context.

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