

Table of Contents

ABSTRACT	1
Table of Contents.....	4
Chapter 1	7
1.1 Background of the study.....	7
1.2 Research Problem	9
1.3 Research Questions	11
1.4 Research Purpose	11
Chapter 2	12
2.1 Family Business	12
2.1.1 Culture	13
2.2 Competitive Advantage.....	15
2.2.1. Porter’s Five Forces.....	16
2.2.2. VRIO	18
Chapter 3	19
3.1 Opening	19
3.2 Research Paradigm.....	19
3.3 Research Strategy.....	20
3.4 Research Design.....	23
.....	23
3.4.1 Getting Started	23
3.4.2 Case Selection	24
3.4.3 Instruments and Protocols.....	25
3.4.4 Entering the Field	27
3.4.5 Analyze Data.....	29
3.4.6 Construction of Proposition	30
3.4.7 Enfolding Literature	30
3.4.8 Conclusion, Implication & Further Recommendations	31
3.5 Validity.....	31
3.6 Reliability	33
Chapter 4	34
4.1 Introduction	34
4.2 Latent Variable Definition.....	34

4.2.1 Personalized Quality Service (V1).....	35
4.2.2 Trustworthy Reputation (V2).....	35
4.2.3 Intimate Customer Relationship (V3)	36
4.2.4 Mutual Benefit Supplier Relationship (V4).....	37
4.2.5 Commitment and Resilience (V5).....	37
4.2.6 Enterprising mindset (V6)	38
4.2.7 Consistent Product quality (V7).....	38
4.2.8 Owner’s Involvement in the Field (V8)	39
4.2.9 Family Oriented Employee Relationship (V9)	40
4.2.10 Competitive Advantage (V10).....	40
4.3 Proposition.....	41
4.3.1 Proposition 1 (P1): Personalized Quality Service (V1) contributes to Competitive Advantage (V10).....	41
4.3.2 Proposition 2 (P2): Trustworthy Reputation (V2) contributes to Competitive Advantage (V10).....	42
4.3.3 Proposition 3 (P3): Intimate Customer Relationship (V3) contributes to Competitive Advantage (V10).....	43
4.3.4 Proposition 2 (P4): Mutually Beneficial Supplier Relationship (V4) contributes to Competitive Advantage (V10)	44
4.3.5 Proposition 2 (P5): Commitment and Resilience (V5) contributes to Competitive Advantage (V10).....	45
4.3.6 Proposition 2 (P6): Enterprising Mindset (V6) contributes to Competitive Advantage (V10).....	46
4.3.7 Proposition 2 (P7): Consistent Product Quality (V7) contributes to Competitive Advantage (V10).....	47
4.3.8 Proposition 2 (P8): Owner’s Involvement in the Field (V8) contributes to Competitive Advantage (V10).....	48
4.3.9 Proposition 2 (P9): Family Oriented Employee Relationship (V9) contributes to Competitive Advantage (V10).....	49
Chapter 5.....	50
Figure 5.1 Mini Model Theory.....	51
5.2 Limitations and Recommendations.....	52
5.3 Implications	51
Reference List.....	54
ATTACHMENT.....	61

Attachment 162
Attachment 272

