

# Study reveals that family businesses promote sustainable development



Mexican companies stood out in an international study for their efforts to **contribute** to achieving the [Sustainable Development Goals \(SDGs\)](#) set out by the United Nations (UN).

**Tec de Monterrey's Institute of Family Enterprise for Mexico and Latin America (IFEM for its initials in Spanish)** participated in this study together with international educational institutions to evaluate **family businesses** from around the world.

**María Fonseca**, Director of **IFEM**, said that the **Mexican family businesses** that were surveyed stood out for their **interest, work, continuity**, and the development of **family values**.

*"In the **study**, we were trying to **verify** some **hypotheses** about the **perceptions** of certain **values** in which it seemed that there would be **differences between generations**,"* said Fonseca.

The Director said that the study wants to understand **how members from different generations** of **family businesses** see issues such as the **SDGs, philanthropy**, and other **family values**.

En el estudio global participó el Instituto de Familias Empresarias para México y LATAM del Tec de Monte  
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The **Family Enterprise Global Survey on Generational Perspectives** was developed by **academics** and consultants from the **ESE Business School** at the **University of Los Andes** in **Chile**; **Tec de Monterrey** in Mexico, and **The Hong Kong University** of Science and Technology in **China**, among others.

### **Mexican family businesses: SDGs and continuity**

The global study reveals findings about our country. Regarding the sample of **family businesses surveyed** in Mexico, the head of IFEM shared that they had identified a very strong **commitment** on their part to **contributing** to the **UN Sustainable Development Goals**.

*“In comparison to the **United States, Chile, Spain, and China**, Mexico comes out the highest in the **17 SDGs**,” she emphasized.*

**Fonseca** also said that the **survey** shows that **Mexican companies** prioritize a **positive perception of family**.

*“In comparison with the **United States, Chile, Spain and China**, Mexico comes out the highest in the **17 SDGs**.”*

The director explained that in the **Mexican sample**, both the **under** and **over 40s groups** clearly **identify** with **family** and **family businesses**.

*“Mexico and its family businesses set an **example** to **other economies**. Mexican family businesses have put a lot of **effort** and **resources** into **developing continuity** and **prosperity**.”*

*“There’s a **need** to **develop values** and the **importance** of **family** in the **enterprise**, and there’s an opportunity to follow that connection so that it continues for future generations,” Fonseca said.*

El estudio fue realizado por instituciones educativas internacionales como el Tec y una empresa consultora

### **Philanthropy as a challenge for companies**

However, the director of **IFEM** said that there are **areas of opportunity** corresponding to family businesses in Mexico, such as **philanthropy**, which are not as developed in the country, unlike other nations in the global study.

*“It doesn’t stand out there. There are a lot of issues such as **taxes, law, and culture**. It’s like talking about gender. If you talk about gender in Colombia, it’s different from talking about it in Peru, Chile, or Mexico. They’re years ahead of us,” Fonseca said.*

However, she said the study shows that **members** of **family businesses** are **increasingly prepared** to accept **new challenges** and to equally recognize the **role** of **women** in **leadership positions**.

***“Mexican family businesses have put effort and resources into developing continuity and prosperity.”***

María Fonseca added that the **data** from **studies** like this allow us to identify **challenges and opportunities** for the future of family businesses in Mexico.

*“It tells us that we have to **believe** in the **new generations** and not believe the story that they don’t care about what the older generations have achieved.*

*“Yes, they care, especially when it’s in line with their own **objectives** or what **they believe in**,” she said.*

Fonseca pointed out that as **companies** open up to **trends**, they create a **mix of generations** that are working towards the **same goal** of creating **better spaces**, more **prosperity**, and greater **wellbeing**.

Las empresas mexicanas familiares han puesto mucho esfuerzo y recursos para desarrollarse y alcanzar

### **International institutions working together**

The director of **IFEM** said that the study **began** at the **University of Los Andes** in Chile, specifically in the **ESE Business School**.

*“In Chile, **Dr. Neus Feliu**, who is one of the researchers and also an **IFEM** colleague and partner, was kind enough to invite us to team up and to participate in the survey,” Fonseca said.*

Institutions from **Spain**, the **United States**, and **China** joined the study, financed by **Julius Baer**, an international point of reference in **wealth management**, as well as the consulting company **Lansberg-Gersick & Associates** from the United States and Spain.

***“We have to believe in the new generations and not believe the story that they don’t care about what the older generations have achieved.”***

María Fonseca said that the survey had already been **validated** in **Chile**. **IFEM** participated by adding **Mexican family businesses**.

*“We started collecting information from September 2020 to April 2021. Each **institution** was responsible for providing at least **150 to 200 responses**.*

*“We collected around **400** for **Mexico** but we **kept it to 210**, which is the sample used for the report,” said the director.*

María Fonseca said that they want to create a **report** with a sample of **Tec students** and **parents** whose data was collected after the dates of the global study.

Las empresas mexicanas encuestadas destacaron en diversos aspectos como en su intención por contribuir

## **The Tec's Institute of Family Enterprise**

The **Institute of Family Enterprise for Mexico and Latin America** or **IFEM** at **Tecnológico de Monterrey's Business School** aims to help **strengthen, develop, and manage** family businesses and their leaders.

It includes **executive education courses**, resources such as **podcasts, videos, newsletters, and events**, as well as its **Legacy** magazine, among other activities.

*"We have **external** and **internal audiences** that we want to accommodate. We got involved with designing **learning activities** for the Tec's previous and new educational models,"* Fonseca said.

**IFEM** resources are open to the public, as is the **Family Enterprise Global Survey on Generational Perspectives**.

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