Foreword

by Rama Yelkur

Family businesses are a crucial but often overlooked segment of any nation’s economy. Although their genesis may date back several generations and many decades, family businesses remain a vital force for innovation, job creation, and community development. The College of Business and Management (CBM) at Saginaw Valley State University has a successful history of serving family businesses in the Great Lakes Bay Region and East Central Michigan.

The mission of the Stevens Center for Family Business is to “support the success of family businesses through education, networking and collaboration.” The College and the Center fulfill this mission by engaging area family businesses through community outreach; offering a concentration in Family Business to students majoring in business; and supporting CBM faculty members’ original research in the field of Family Business. I am delighted to see this book and original scholarly research published by both SVSU and Pentecost University College faculty with the support of the Family Business research grant! The College of Business and Management at SVSU is grateful for the long-standing collaboration with PUC, Ghana and we hope for a stronger and longer relationship between our schools!

My wholehearted congratulations to the editors, authors and supporters of this book! From all of us that this book and its contents will touch and impact for years to come, thank you!

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Rama Yelkur is Dean and Professor at the College of Business and Management at Saginaw Valley State University. Her research has appeared in International Business Review, Journal of Advertising Research, Journal of Euromarketing, Journal of Marketing Communications, Journal of Global Academy of Marketing Science, Journal of International Marketing and Marketing Research, and Business Horizons, among others. She has extensive international experience, is a NASBITE Certified Global Business Professional (CGBP) and is active in many other organizations. She has conducted corporate training internationally and has taught in France, Portugal, Spain and Vietnam. She has received grants from the U.S Department of Education, the University of Wisconsin-Eau Claire and the University of Wisconsin Institute for Global Studies that have allowed her to conduct community outreach and student programming. Her passion is to educate business students to become globally competent and provide them with the skills to function in a contemporary, globally intertwined, technologically advanced workplace. She holds a D.B.A. in Marketing from Mississippi State University.