

Project/Activity Number: NC1030

Project/Activity Title: Sustainable Families, Firms, and Communities in Times of Change

Period Covered: 10/1/2017 to 9/30/2018

Date of Report: 11/19/2018

Annual Meeting Dates: 10/10/2018 to 10/12/2018

Participants: Virginia Zuiker, (University of Minnesota); Maria Marshall (Purdue University); Cynthia Jasper (University of Wisconsin); Diane Masuo (University of Hawaii); George Haynes (Montana State University); Corinne Valdivia (University of Missouri); Yoon Lee (Utah State University); Linda Manikowske (North Dakota State University); Melody LeHew (Kansas State University); Sandra Sydnor (Purdue University); Renee Wiatt (Purdue University); Advisor: Lionel Beaulieu (Purdue University)

Brief Summary of Minutes of Annual Meeting:

The meeting was held October 10-12 in West Lafayette, IN at the Purdue campus. The meeting this year focused on continuing and new collaborations among researchers, to purposely allow old and new members to relay new areas of interest and collaboration. Dr. Beaulieu shared potential opportunities related to e-connectivity for Rural America in terms of quality of life, supporting a rural workforce and technological innovation. Opportunities for funding related to the focus on disruptions and sustainability were presented. Themes that emerged included socio emotional wealth (Marshall, Purdue), Community Social Responsibility and working for meaning (Masuo, Hawaii), Mindfulness (Sydnor, Purdue), and making connections, business-community relationships and sustainability, and entrepreneurial competencies (ND and KS). Of particular interest that arose from the meeting and presentations was a strong interest for the group to move forward in various areas of socioemotional wealth. Five subgroups were formed to work collaboratively on projects related to technological disruption, culture of collaboration, stress, cash-flow problems, and copreneurs. Connectivity, social media (technological disruptions) was discussed as a context that impacts the SFB, in positive or negative ways. The question posed is how we harness technology to benefit SFB, and therefore explore the possibility of this technology to support networks of small business. This arose from the quilt study that took place this year. AFRI was mentioned as a possibility for a joint proposal, focusing on Small Family Businesses in the NC region. The second discussion item focused on reframing the socio emotional as an asset of SFB; and performance a function of wellness, and the concept of leaving things better/sustainability. This related to sustainability (KS) and working for meaning (Hawaii). Another area of continued pursuit is writing from existing data. Family Adjustment Strategies (Katrina) and looking at survey questions that can inform this. The copreneurs (MT, IN, MO)

Day 1: Wednesday October 10th

- Meeting was called to order 8:30am
- All of the participants presented their research and/or outreach projects in order to enhance research collaborations among the group. Day 2: Thursday October 11th
 - Review objectives for NC1030 project, and list accomplishments of the past year for each objective.
 - Research Collaborations: Conference presentations, journal publications, and special issues; Update on publication opportunities (Summary); Clarify who is working on what products for NC 1030 for the coming year.
 - Business Meeting:
 - Elections: Linda Manikowske was elected Secretary.
 - Discussion of strategic planning for NC 1030; Recruitment of new members; Policy handbook; Declarations.
 - NC1030 will begin having bi-monthly WebEx meetings starting December 12th, 2018.
 - Next meeting will be held in MN on October 10 & 11th, 2019.

Day 3: Friday October 12th

- Group Collaboration: Split to sub groups for planning work on manuscripts, grant proposals, conferences, etc. Groups to have outlines of grant proposal, journal articles, submission deadlines
- Meeting adjourned at 12pm.

NC 1030 Research Objectives:

- 1) Identify and measure the sources of change and disruption that impact the family/household, the family firm or the community.
- 2) Identify and measure responses to the positive and negative impacts of change and disruption on the family/household, the family business, or the community.
- 3) Determine and inform policy or practice related to family firms.

Accomplishments and Impacts

- Researchers at Purdue, Montana State, Utah State, Iowa State, and North Dakota State all worked collaboratively on research focused on small business and family business recovery from non-normative disruptions. For example, Dr. Marshall organized a symposium at AAEE Annual Meeting, Washington, DC, August 2018 titled “The Community-Business Tipping Point: Change, Resilience, and Progress” and presenters included NC1030 group members George Haynes (Montana State) and Corinne Valdivia (University of Missouri). The business recovery research informs policy makers and business owners regarding business recovery and demise. It provides valuable information to business owners and policy makers about the role of disaster planning and federal aid in disaster outcomes. Researchers will also be able to use a comprehensive and cohesive framework for small business recovery. Findings from these research topics could help small businesses owners prepare for continuity and keep sustainability from a natural disaster. These studies showed the relative importance of direct disaster assistance to family-owned small firms on their survival and success. Since not many studies found the role of the SBA loans in determining business survival and success, the finding could inform research staff and decision makers at the SBA when they report the impact of the agency. The findings could also help understand other characteristics of the business helping small business survive and succeed after Hurricane Katrina.
- The activities completed at Kansas State during the reporting period were primarily laying the groundwork for understanding the key sources of change/disruption for fiber, textile, clothing (FTC) small business owners. Activities included: reviewing pertinent literature, identifying natural fiber producers in Kansas, developing an interview schedule of questions and initiation of qualitative data gathering via interviews. Interviews with sheep farmers are underway. This stage of the project familiarizes the researchers with the current state of small family business natural fiber producers in the region. Next stage will include identifying small textile and clothing producers and retailers, and investigating the challenges/disruptions of other sectors of the supply chain.
- Researchers from ND and KS designed a study to explore the role entrepreneurial competencies play in preparing family business owners to proactively plan for long-term success. They investigated the interconnection between community resilience and small family-based quilt shops in North Dakota and western Minnesota. Quilt shop owners in 13 communities were interviewed. These shop owners also completed a survey to identify their entrepreneurial competencies. Qualitative data analysis of the interview transcripts is in process. Understanding how the entrepreneurial savvy of these business owners contributes to greater community resilience may lead to model programs and resources that will encourage and support more communities and small, family businesses who are looking for ways to be more sustainable. The findings of this study will advance knowledge and shape educational programming that may be

disseminated via workshops, classroom instruction of apparel/ retail merchandising students, conference presentations, and journal publications. Identification of a model will stimulate future research and identify effective outreach opportunities. Sharing findings will help communities and family businesses increase resilience and achieve their goals. Finally sharing knowledge with undergraduate students may encourage their own interest in pursuing entrepreneurial opportunities.

- The research on community social responsibility (CSR) at the University of Hawaii informs business owners/managers and community development specialists about how CSR activities may be the outward expression by workers who are choosing work as a way to make the world a better place to live over work for money. The proposed research study on farm family business sustainability is an opportunity to inform agricultural scientists about the need to assess the readiness of both the family farm owner and the owning family members to adopt new technologies. When these two systems do not share common goals for the farm and the family there will be conflict, which can lead to a resistance to any change such as the adoption of new sustainable agricultural technologies, even if they can benefit both systems.
- Research at the University of Missouri (MU) focused on learning about the factors that contribute to the likelihood of Latino newcomers becoming entrepreneurs in rural communities. Data collected right after the financial crisis of 2008-2009 was used to learn about factors that contribute to the likelihood of being a Latino entrepreneur. Being a home owner, being Anglo acculturated (measured through scales of English use at work and home, with media, and with friends), and being in a small town instead of a city, contributed to the likelihood in the year of crisis. In 2013, a year of recovery, in the same communities, of the Latinos interviewed, perceptions of a welcoming community contributed to being an entrepreneur. Being member in multiple organizations, having social networks, also contributed to being an entrepreneur. On the other hand the feeling of being discriminated because of language was also a factor that contributed to Latinos developing businesses, mostly serving Spanish speakers. A measure NICE was developed and tested against a Subjective Wellbeing measure for Latinos, and is a robust indicator to use to measure community climate (Flores et al 2018). This measure is a proxy for the effect of community on Latinos subjective wellbeing and engagement. This year Valdivia and colleagues at MU presented at the session organized by Dr. Marshall at AAEEA, on Latino agricultural entrepreneurship, focusing on the role of context and institutions (the practice of farming) in entering farming, using the livelihoods, capitals and community framework. Qualitative research conducted in Missouri finds that Latinos are entering as an added activity of the family. Similar to the research in Andes, the livelihoods of families are fluid and diverse, combining activities that seek to build assets, with other that provide access to income through employment, and others related to the farming business. And that the context and disruptions entail tradeoffs as well as depletion of assets. We find similarities in Latino entrepreneurship and motives for entering that relate to culture and wellbeing. Findings were shared at several meetings and associations.

Published Written Works:

- Carriere, D. M.I. Marshall, and J. Binkley. *Accepted* 2018. Response to Economic Shock: Impacts of Recession on Rural-Urban Suicides in the United States. *Journal of Rural Health*.
- Flores, L. Y., H. N. Suh, O. Rojas Perez, D. Aguayo, J. Harvath, C. Valdivia, S. Jeanetta, and D. Martinez (in press). Negative Immigrant Community Experiences (N.I.C.E): A scale development study. *Journal of Latina/o Psychology* (accepted)
- Ha-Brookshire, J., L. McAndrews, J. Kim, C. Freeman, B. Jin, P. Norum, M. L. A. LeHew., E. Karpova, L. Haddall, and S. Marcketti. 2017. Moral education for sustainable development: Exploring morally challenging business situations within the global supply chain context. *Sustainability*, 9(9) 1641; doi:10.3390/su9091641.

- Haynes, G., S. Danes, H. Schrank and Y. Lee. 2018. Survival and success of family-owned small businesses after Hurricane Katrina: Impact of disaster assistance and adaptive capacity. *Journal of Contingencies and Crisis Management*. <http://dx.doi.org/10.1111/1468-5973.12245>
- Hiramatsu, T. and M.I. Marshall. 2018. The Long-Term Impact of Disaster Loans: The Case of Small Businesses after Hurricane Katrina. *Sustainability*, 10:2364.
- Islam, Md. I., and M. L. A LeHew. 2017. Exploring expert opinion regarding energy consumption in apparel assembling process: A qualitative approach [Abstract]. *Proceedings of the International Textile and Apparel Association*. November. Online publication: https://lib.dr.iastate.edu/itaa_proceedings/2017/presentations/78/
- Islam, Md. I., S. U., *Patwary, & M. L. A. LeHew. 2017. Energy consumption model for apparel assembling process: An approach to environmental sustainability [Abstract]. *Proceedings of the International Textile and Apparel Association*. November. Online publication: https://lib.dr.iastate.edu/itaa_proceedings/2017/posters/155/
- Lee, Y., G. Haynes, and L. Manikowske. 2018. Gender and its impact on small firm survival and success after a natural disaster. *Proceedings of the American Council on Consumer Interests Annual Conference*, 64. <http://www.consumerinterests.org/public/articles>
- LeHew, M. L. A., and S. U. *Patwary. 2018. Investigating consumption practices of sustainable fashion bloggers: Leading the way or leading astray? [Paper]. *Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)*. June. Online publication: <https://drive.google.com/file/d/0B5L61s7LfvFNQXBsSVNvdjgteGhRQJlmVUx6S2JTcmZkMUow/view>
- McDonald, T.M. and M.I. Marshall. 2018. Family Business Responses to Household and Business Cash-Flow Problems. *Journal of Family and Economic Issues*, 39(1): 163-176.
- Masuo, D., and J. Tamayose. 2018. Technology Adoption by Family Business Owners. *Annual Conference on Management and Social Sciences*. November 27-29, 2018, Osaka, Japan.
- Masuo, D., and M. Cheang. 2018. Disconnect between parents' values for saving and actual savings behavior: Impact on children's education and financial decision-making". *Proceedings of the International Conference on Global Issues in Social Sciences, Psychology and Business Management*, Sydney, Australia.
- Masuo, D., Jacqueline Tani, and J. Tamayose. 2018. Is Your Family Business Ready for Social Media? *Purdue Initiative for Family Firms Newsletter*. Summer.
- Saha, K., and M. L. A. LeHew. 2018. Durable fashion apparel: A potential sustainability solution? [Paper]. *Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)*. June. Online publication: <https://drive.google.com/file/d/0B5L61s7LfvFNcVJOWms1OVftStHbZG5TbzIXbjE0Rkd1SnpR/view>
- Torres, A.B., M.I. Marshall, and S. Sydnor. 2018. Does Social Capital Pay Off? The Case of Small Business Resilience after Hurricane Katrina. *Journal of Crisis and Contingencies Management*. DOI:10.1111/1468-597312248.
- Wiatt, R. and M.I. Marshall. 2018. Creating a Culture of Collaboration in Family Businesses. *Purdue Agricultural Economics Report*. August Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>.
- Yun, C., S. Patwary, M. L. A. LeHewand, J. Kim. 2017. Sustainable care of textile products and its environmental impact: Tumble-drying and ironing processes. *Fibers and Polymers*, 18(3), 590-596

Presentations:

Lee, Y., Haynes, G., & Manikowske, L. 2018, May. Gender and its impact on small firm survival and success after a natural disaster. This research was presented at the 2018 American Council on Consumer Interests Annual Conference, Clearwater Beach, FL.

“The Community-Business Tipping Point: Change, Resilience, and Progress.” Symposium organized by Maria Marshall, Purdue University, AAEE Annual Meeting, Washington, DC, August 2018. Presenters included NC1030 group members George Haynes (Montana State) and Corinne Valdivia (University of Missouri)

Valdivia, C., E. Jimenez, and K. Yager. 2018. Livelihood strategies and climate change adaptation in three landscapes of the Bolivian High Plateau. *Climate Change Issues and Adaptations in Latin America* Environmental Section LASA2018 Congress May 23 – 26, 2018, Barcelona, Spain.

Nguyen, Q. and C. Valdivia. 2018. Through the lens of gender: Capital accessibility, vulnerability and adaptability in the Andean households in time of shock events. Poster and Paper. 2018 Annual Meeting of the *Rural Sociological Society*. July 26-29. Portland OR. Also presented as a poster.

Valdivia, C., S. Jeanetta and M. Rodriguez. 2018. Agricultural Entrepreneurship Pathways of Latinos in Rural Communities of the Midwest. Presented at the *Symposium The community-business tipping point: change, resilience, and progress. Agricultural and Applied Economics Association Annual Meetings*. August 8, Washington DC.

Jimenez, E. and C. Valdivia. 2017. Globalización, Cambio Climático y Estrategias de Vida en el Altiplano Norte, Centro y Sur de Bolivia. Taller de Especialistas "Cambio climático y desigualdades sociales: los nexos de la seguridad energética, hídrica y alimentaria en la región andina." Organized by trAndeS. Sala 5 del Centro Cultural de la Pontificia Universidad Católica del Peru. October, Lima, Peru.

Funding leveraging, specifically, collaborative grants between stations and members.

Submitted: Marshall, M. and Valdivia, C. (2018) USDA-AFRI: *Rural Small Business Recovery and Resilience to Natural Hazards: A Focus on Women and Minority Owned Small Businesses*.

Funded: Manikowske, L. & LeHew, M. (2018). *Entrepreneurial competencies of quilt shop owners*. Faculty Development to Enhance Teaching and Research Grant – Collect of Human Development and Education, NDSU, \$2,050.00.