**Research question:**

**Do the family put more pressure to follow family business based on**

**gender in Saudi Arabia?**

**Aim:**

**This research aims to identify the priority in managing the family business based on gender in Saudi Arabia and what are the most important factors related.**

**Objectives:**

* **To Determining if gender has an impact on the priority of running a family business in Saudi Arabia**
* **To measure if family members " based on gender" chose to continue their family business as a personal choice or because of family or social or emotional pressures.**
* **To analyze the factors that lead to particular gender preference in managing family businesses in Saudi Arabia.**