**Research Title:**

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

**gender in Saudi Arabia**

**Aim:**

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

**Objectives:**

* **To identify what gender has the priority in managing the family business.**
* **To describe how much the culture in Saudi Arabia has an impact on the business field.**
* **To measure the impact of social and emotional pressures vs. personal desire to pursue the family business.**