

**FAMILY FIRM HETEROGENEITY ON CSR: A SOCIOEMOTIONAL (SEW)  
PERSPECTIVE.**

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## **Family firm heterogeneity on CSR: A Socioemotional (SEW) perspective**

### **Abstract**

How family firms engage with corporate social responsibility (CSR) remains a relatively unexplored matter in family business and business ethics research. Hence, drawing upon the socioemotional wealth perspective, we study how and why the CSR vision (broad vs narrow) and the cost/benefits of CSR differs within family firms, addressing the influence of the SEW dimensions, individually or in combination, on CSR. We used empirical evidence gathered through ten case studies of firms from Andalusian region. Our findings show that identification, binding social ties and emotional attachment are the most decisive SEW dimensions to explain why and how family firms adopt a specific CSR approach.