

Abstract

PURPOSE: The aim of this research is to explore the factors that are driving females in the family business towards non-succession in addition to identify the barriers to this day females are facing. We examined the factors that may contribute to daughter's non-succession and asked; How do daughters are left behind in their family businesses? What are the relevant issues that characterize the non-succession process for daughters?

METHODOLOGY: Based on the basis of relevant literature review, qualitative analysis approach was adopted. The present study was conducted in Hyderabad city, comprising of 10 female non-successors of diverse background (age, business nature, educational background), semi-structured interviews were conducted and were analyzed by using the qualitative content analysis technique.

FINDING: The findings suggest that parents have a vital role in placing the successor and also in choosing them. As the parent (mostly father) thinks daughters are incompetent, naïve and daddy's little princess so the daughters are asked to step back and let the male siblings take over. Females not knowing their right to become a candidate fall in the trap of societal norms, gender inequality and cultural constraints. This is a new research in the topic of succession.

KEYWORDS: non-successor females, gender inequality, societal norms, cultural constraints, parent-daughter, sibling rivalry