

The example of a Jewellery retail family firm: How they overcome COVID-19 with innovation

Mariano Soler-Porta^{1*}, Beatriz Rodríguez Díaz²

1 Universidad de Málaga; mariano.soler@uma.es

2 Universidad de Málaga; brodriguez@uma.es

* Correspondence email: mariano.soler@uma.es

* Correspondence phone: +34665956644

* Address: Facultad de Ciencias Económicas y Empresariales – Calle Ejido, sn (Málaga)

Abstract: Innovation is a popular topic in many fields, but it holds a special significance when it comes to family businesses due to their unique decision-making processes. Additionally, there is a lack of research on how family-owned companies can use innovation to overcome economic crises. This paper presents a case study of a family-owned jewellery retail business and how they navigated the COVID-19 crisis through innovation. This is an understudied sector in the literature and the results obtained by the business will serve as a basis for further research.

Keywords: family firms; innovation; covid-19; Jewellery sector