Abstract

The study of large private firms with in the context of globalization has focused more on the so-called successful cases. Conversely, this paper explores a failed experience related to the sphere of a large family firm established in the northeast of México, calling itself a "self-made firm." The aim is to gauge the importance of state protection in the establishment of these large private corporations, which, despite encouraging the development of managerial capacities, also encouraged dependent behaviors that failed to develop other business skills designed to achieve innovation and social commitment in Mexican businessmen.

Keywords

Family firm, corporate firms, subordinant collaboration, trade liberalization, business responses.