

All in the family? Reward practices in family versus non-family trucking companies



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The current research examining family firms as employers is controversial, with findings from studies based on Stewardship approaches stating that family firms are better employers than non-family counterparts, while findings from studies based on Agency theory indicate the opposite. Our contention is that these two approaches are not necessarily mutually exclusive, and that forms of payment in family firms offer a compensatory balance of a lower salary base with forms of payment and benefits that symbolize the kind of care, support and long-term commitment typical of these firms. Indeed, while focusing on forms of pay among truck drivers in the trucking industry, we find that when there are differences, they are often in favor of family firms, with a significantly higher proportion of family firms paying on a flat-rate (as opposed to hourly/per-mile) basis, and that those companies that pay by the hour offer higher “floor” rates than those offered in non-family companies. We discuss the implications for theory and practice.

Boredom: An exciting construct – Risks and opportunities for marketers



Isaac Tibi

Boredom, a complex and subjective psychological experience, has received increasing attention in recent years. Although boredom is often seen as a negative emotion, it also has positive aspects. This article examines the concept of boredom, its risks, and the opportunities it creates for marketers, arguing that boredom can be a valuable emotion that can be exploited, as it can motivate consumers to have new and creative experiences. However, it is important to understand the potential effects of excessive boredom, and how it can lead to problematic behaviors. In the article, I will examine the different dimensions of boredom, and provide marketers with insights to create effective contact with consumers, especially in a world where smartphones and other devices have become common, emphasizing the need to understand the nuances of boredom and their consequences on the marketing strategy.