

**DOES CEO'S FINANCIAL LITERACY INFLUENCE FAMILY
BUSINESS RISK BEHAVIOUR? AN EMPIRICAL APPROACH
THROUGH THE MODERATING ROLE OF THE FAMILY GENERATION**

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Abstract

Family business risk behaviour is considered a crucial strategic and performance issue. Despite this, previous evidence is contradictory, which requires further exploration of the risk behaviour driving factors related to family managers' characteristics. Therefore, this article applies partial least squares structural equation models to 292 small and medium Spanish family businesses. Our results, in addition to showing that the CEO's financial literacy is a driver of family business risk behaviour, shed light on the family generation moderating role as a result of a mixed gamble, confirming that the financial literacy-family business risk behaviour relationship intensifies as the generations go by.

Keywords: Financial literacy; family business risk behaviour; family generation; mixed gamble.