**ABSTRACT**

Complexity and changeability of modern economic processes (especially in cross-cultural context) require enterprises to continuously improve their management processes. Family enterprises, which play an important role in economic growth of economies all over the world, constitute a group that is in especially susceptible to dynamism of changeability of the economic environment, because they mostly belong to the group of micro-, small and medium-sized enterprises. Improvement, which is becoming a key challenge for today’s enterprises and constitutes a paradigm of modern management of an enterprise (also in cross-cultural management view), is especially visible in an analysis of this group of entities.

The aim of this paper is to confirm the thesis the characteristics distinguishing family firms from the others are determinants of improvement, which is a modern paradigm of management (also in cross-cultural context).