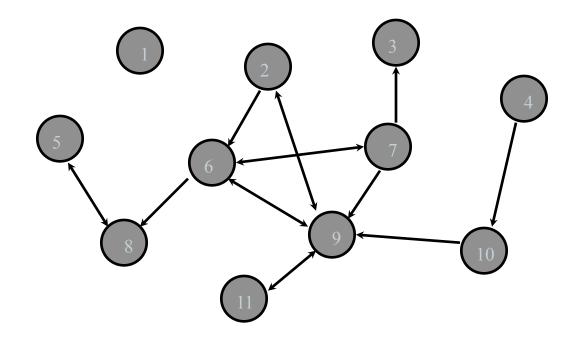
NETWORKS, INNOVATION AND ENTREPRENEURSHIP

Professor Lori Rosenkopf



Depicting social networks



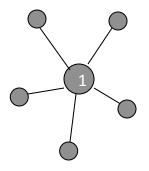
Key characteristics of high-performing networks

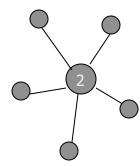
Diversity

Brokerage

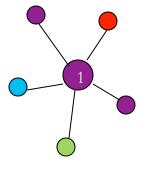
Trust

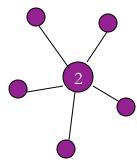
Diversity: Two people with the same number of contacts...



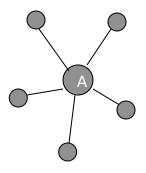


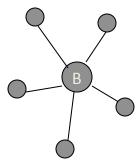
... can have more or less diversity in these sets of contacts



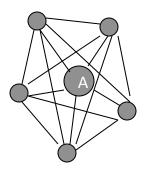


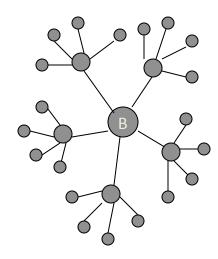
Brokerage: Two actors with the same number of contacts...



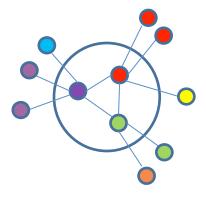


...may have access to very different network resources

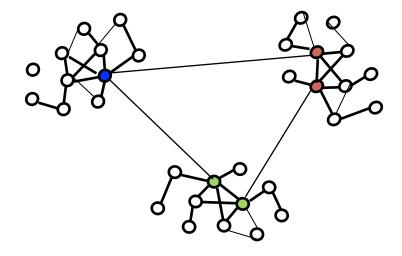




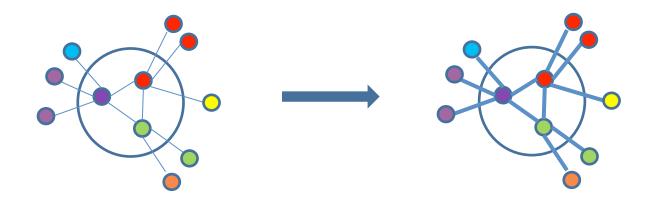
Entrepreneurial teams: "A" internally, "B" externally



Indirect contacts



Trust: strong ties needed



In summary

- Effective networks shape the flow of ideas, personnel, funding, endorsements
- Effective teams: cohesive internally, brokers externally
- Examine your individual network and your team's network and build contacts strategically



ONLINE