

NETWORKS, INNOVATION AND ENTREPRENEURSHIP

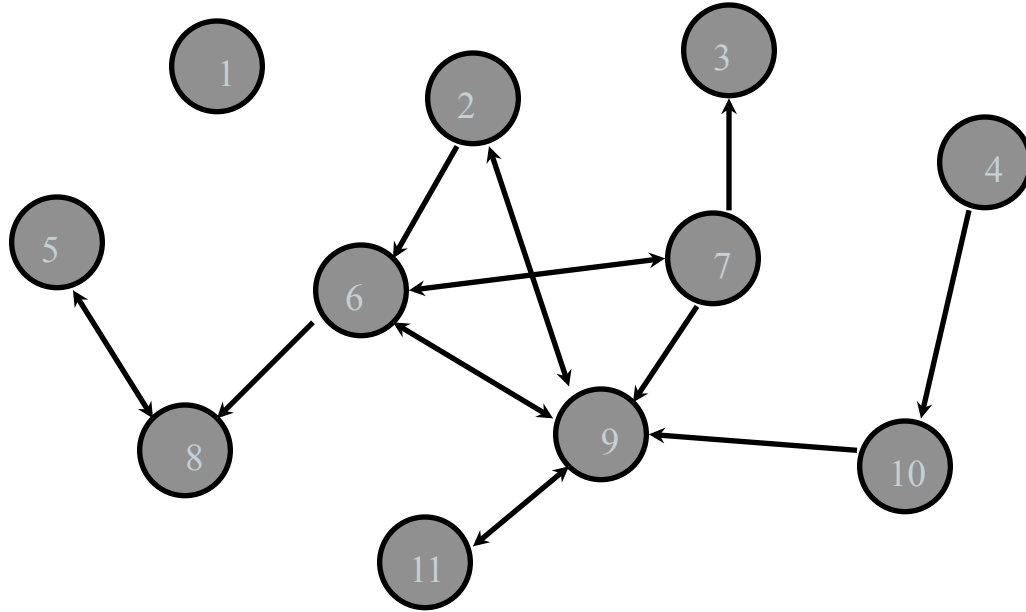
Professor Lori Rosenkopf



Wharton
UNIVERSITY *of* PENNSYLVANIA

ONLINE

Depicting social networks



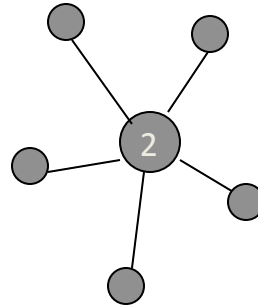
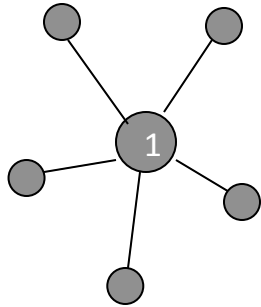
Key characteristics of high-performing networks

Diversity

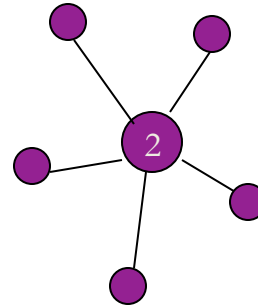
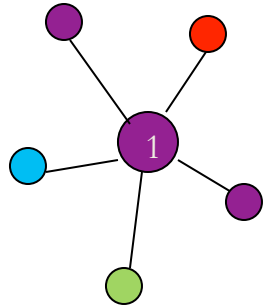
Brokerage

Trust

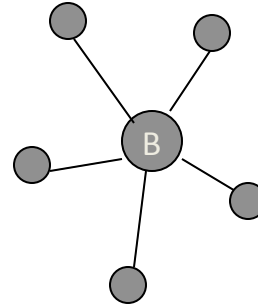
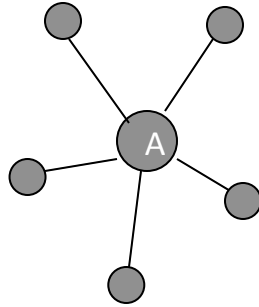
Diversity: Two people with the same number of contacts...



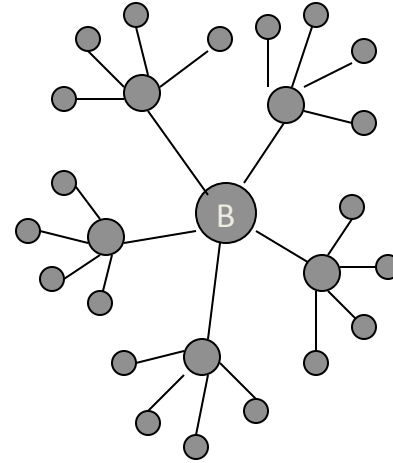
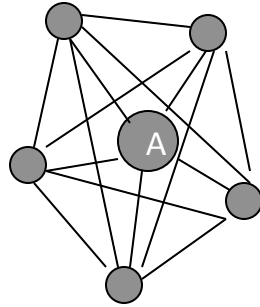
... can have more or less diversity in these sets of contacts



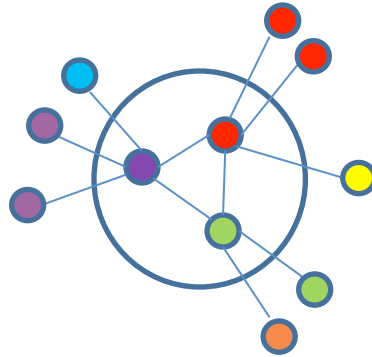
Brokerage: Two actors with the same number of contacts...



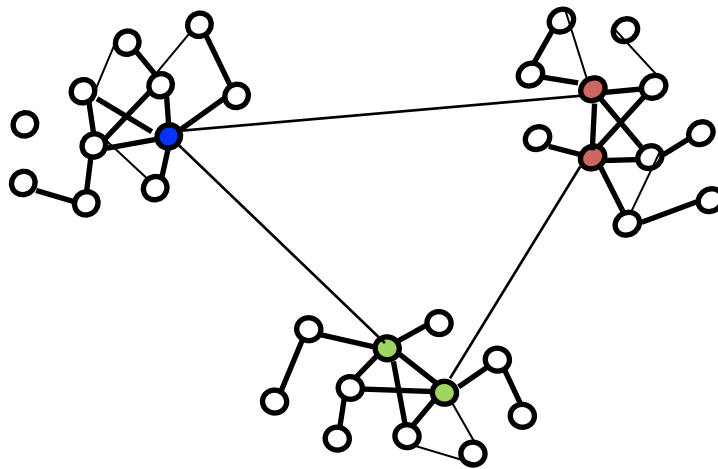
...may have access to very different network resources



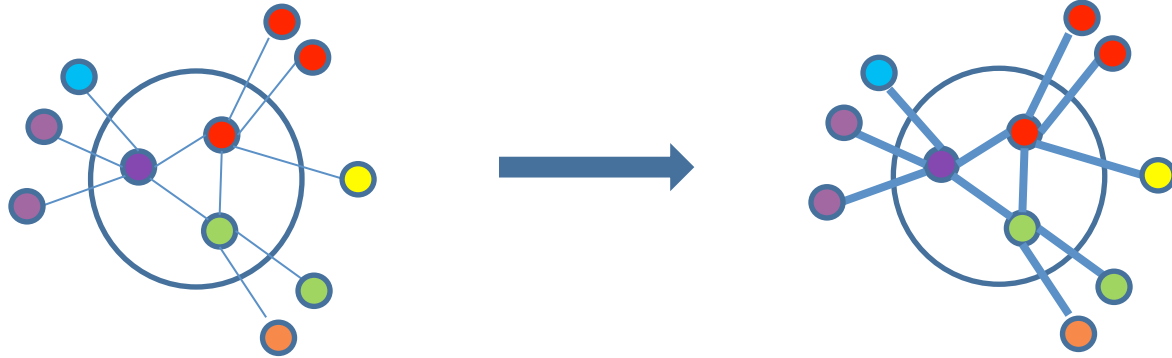
Entrepreneurial teams: “A” internally, “B” externally



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