

A thick black L-shaped frame is positioned on the left and bottom edges of the slide, framing the central text.

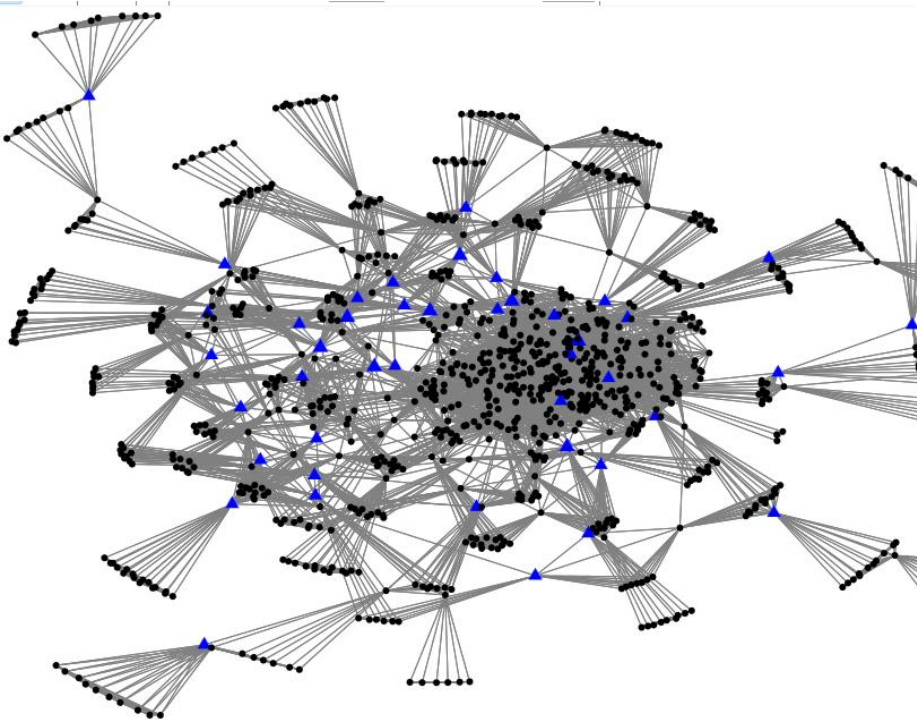
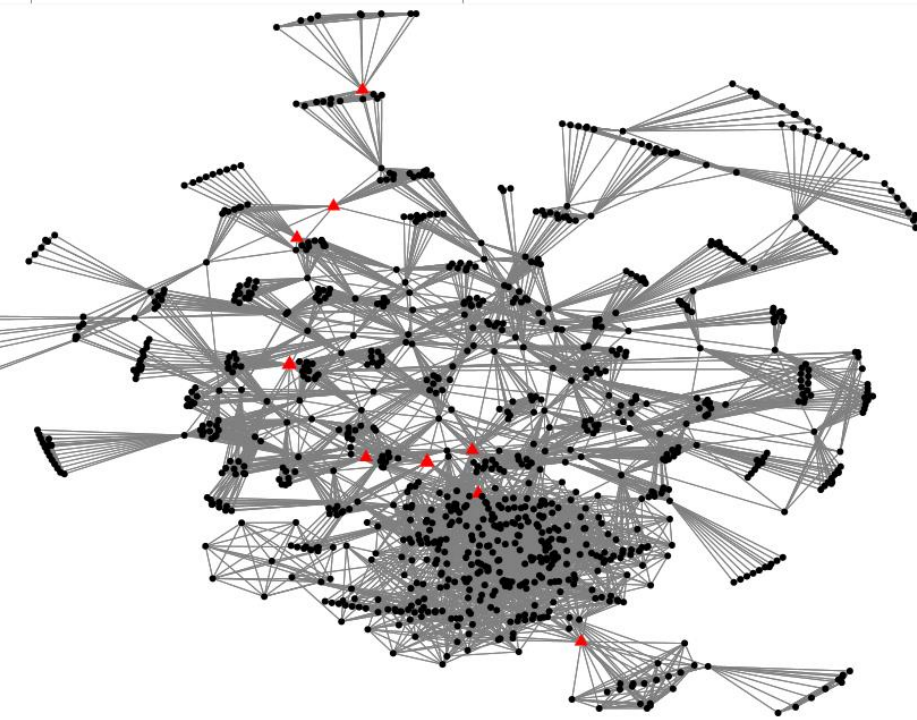
# FORTUNE FIRMS AND THEIR BOARDS

AFM 345: Business Applications of Social Media  
Analytics

January 26, 2022

# ONE MODE DIRECTOR NETWORK





# Female vs Male CEOs

## ■ Observations

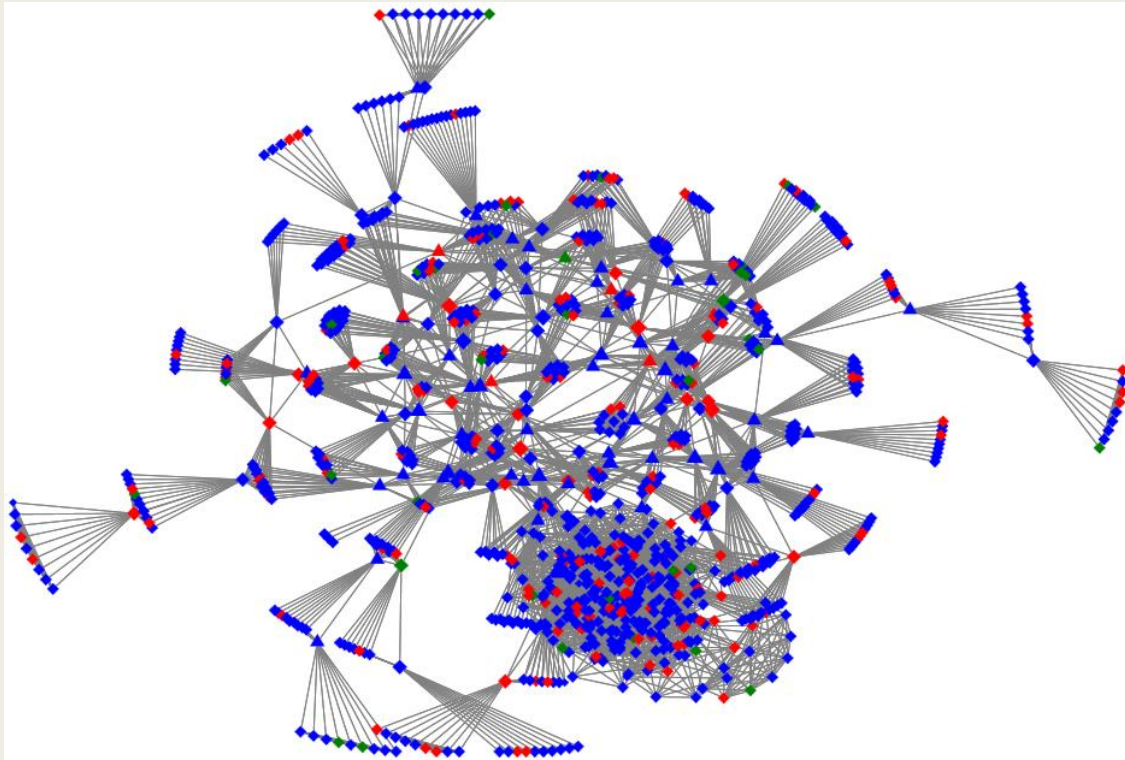
- *More male CEOs than female CEOs*
  - Males in blue and females in red
- *Male CEOs have a higher degree of degree centrality than Female CEOs.*
- *Male CEO's also have more closeness centrality on average*

## ■ What This Tells Us

- *Male CEOs are more likely to be sitting on different boards and are more well-connected to other directors*

## ■ Recommendation

- *Look into the glass ceiling that may be preventing females from entering high powered positions*



# Chairmen vs Non-Chairmen

- **Observation**

- *There is series of tree shaped structural networks where several nodes emerge from one node*
  - *The Chairmen are triangles and diamonds if they are not*
  - *Chairmen are more central than non-Chairmen*

- **What This Tells Us**

- *The relationships around Chairmen tend to be hierarchical and therefore may have power dynamics involved*
- *Chairmen are notable people of influence*

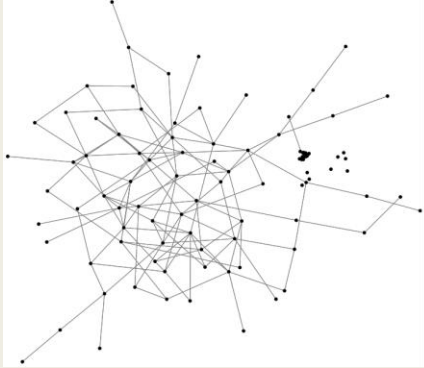
- **Recommendation**

- *Ensure communication is clear for Chairmen?*

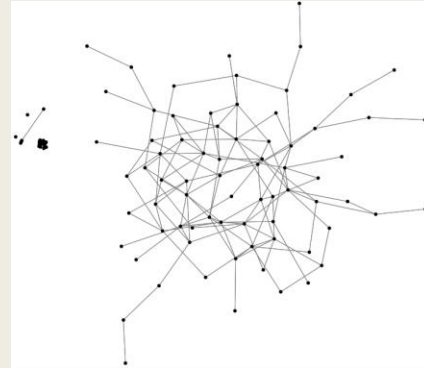
# ONE NODE COMPANY NETWORK



Health Companies



Food Companies



Insurance Companies



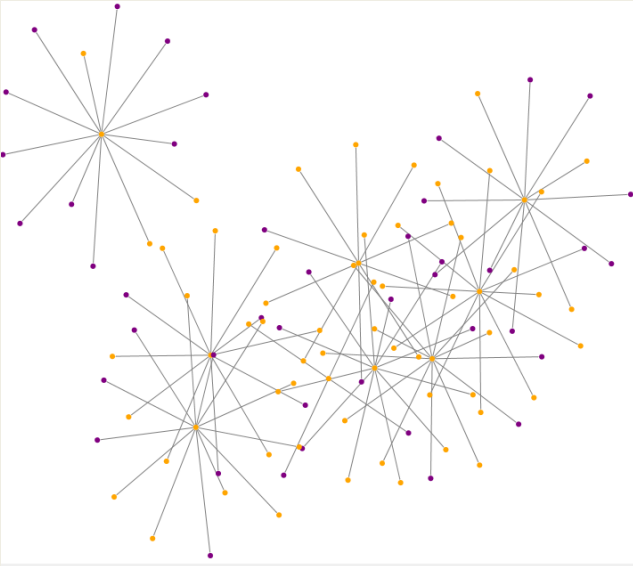
# Linked Companies Shared Through Directors

- **Observation**
  - *Companies in the same industry tend to share directors with a few exceptions*
- **What this Tells Us**
  - *Could potentially mean shared directors are experts in their industries*
  - *The exceptions may be due to different lines of work or if they're trying to diverge from trends most companies generally follow*
- **Recommendation**
  - *With shared directors many companies may have similar goals*
  - *Business partnerships and collaborations are easier to pursue and could lead to higher revenue growth for companies involved*

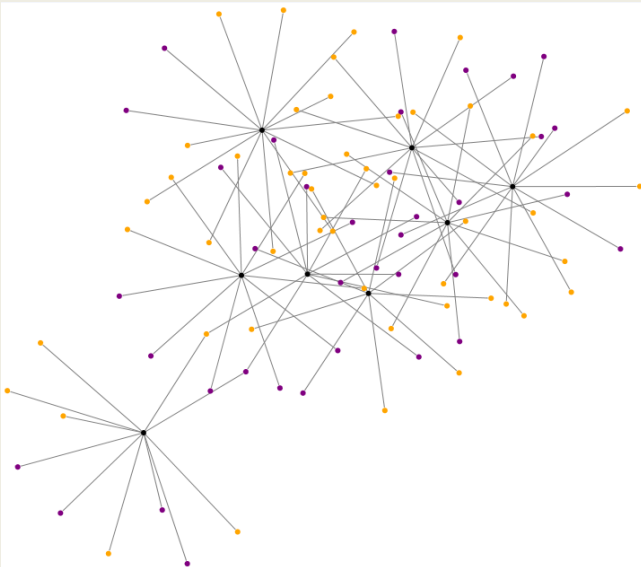
# TWO MODE NETWORK



Insurance CEOs



Medical CEOs



# Medical and Insurance CEOs

## Observations

- *Shapes of all the seem to be uniform, meaning that there's almost a very clear and defined degree of influence all actors hold*
  - *CEOs in Purple, non-CEOs in Orange*
- *There is no clear larger centrality measure for any of the actors*

## What this Tells Us

- *One director will be on the board with several other directors in the same industry regardless if they are CEOs*
- *There is no central CEO that ties all the companies together for either industry*
  - *Each network shown could be split based on the specific goods and services they offer*

## Recommendation

- *Medical companies can partner with one another for research purposes and for public health initiatives*
- *Insurance companies can create plans and rates together to stay competitive depending on the specific insurance they offer*