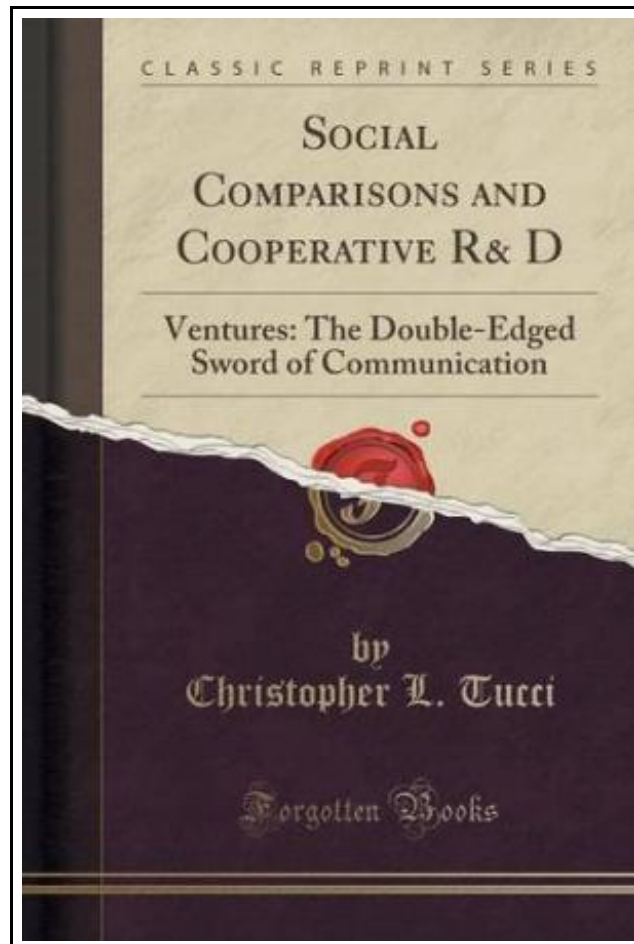


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Social Comparisons and Cooperative R D: Ventures: The Double-Edged Sword of Communication In this paper, we examine the communication-performance link in the Rd laboratory, with an eye toward the effects of task and equity-related communications on the social environment. We argue that social comparisons (in which employees make comparisons between themselves and their coworkers) can have deleterious effects on performance under certain conditions, possibly negating the positive effects of increased communication. We discuss the theory and evidence behind the social comparison performance link, and then propose mechanisms to promote the positive effects of social comparisons, while minimizing the negative. These mechanisms take the form of organization structure and human resource management policies. The conclusion is that while other factors, such as characteristics of the partners, technology, and market, are important in structuring the cooperative Rd venture, attention to social comparison theory s consequences may help the venture realize its full potential. Keywords: social comparison theory, cooperative research and development. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.



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