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Leveraging Knowledge Communication for Innovation

Framework, Methods and Applications of Social Network Analysis in Research and Development

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The paradigm of social network analysis (SNA) is widely recognized as a potential approach to analyze, evaluate, and influence communication processes. The author argues that SNA proves useful as a theoretical concept and as a practical tool for knowledge communication in research and development (R&D). The context of innovative knowledge generation in organizational R&D environments is introduced very broadly with reference to the existing literature. The pragmatic approach of networks is outlined as a powerful concept to grasp the social relationships between individuals as well as between social aggregates for conceptual and analytical purposes. Based on three case studies, methods of SNA are simplified and illustrated according to their basic steps to meet practical needs and show their usefulness for business practice. Moreover, the book provides examples for interventions and follow-up activities to improve processes of organizational knowledge communication based on SNA.

Contents: Perceptions of Knowledge, Knowledge Society and Knowledge Management - Communities and Social Networks in Organizational Knowledge Communication - Theoretical and Empirical Relevance of Social Networks and the Generation of Innovations - Methods and Applications of Social Network Analysis as a Knowledge Management Tool - Inter-organizational Knowledge Community Building - Expert Identification and Knowledge Transfer - Entrepreneurial Networking.

The Author: Tobias Müller-Prothmann studied sociology and political economics at the University of Heidelberg. From 2000 to 2005, he was a research associate at the Institute for Media and Communication Studies at the Free University of Berlin. He also worked as a freelance project manager, consultant, journalist, and as a lecturer at the Institute of Electronic Business, Berlin University of the Arts. In 2005, he obtained his Dr. phil. and joined a think tank as head of department for economic growth and innovation.