Management of Market Knowledge in Networks

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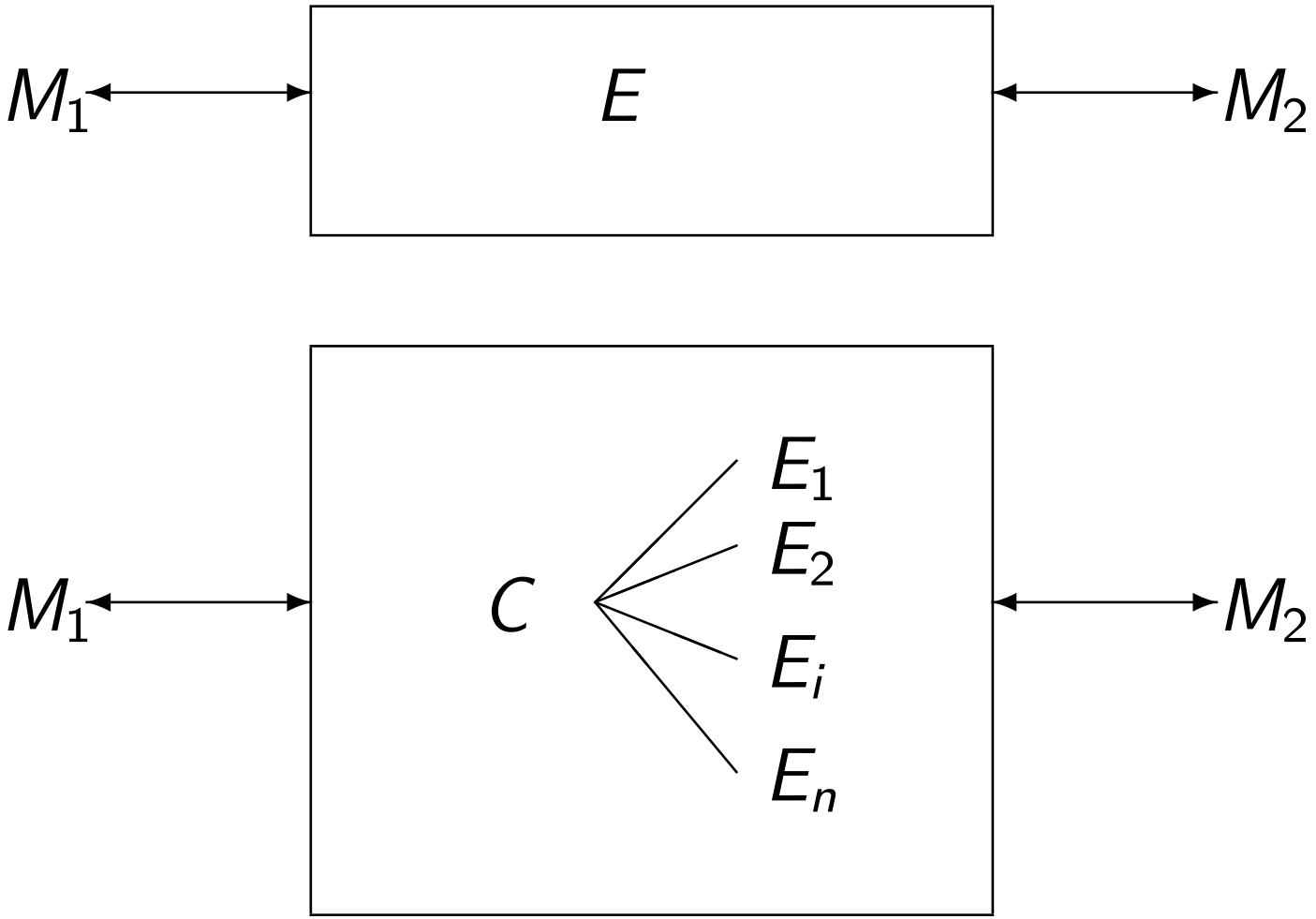
isbe 2007, Glasgow, Scotland

1. Problem
2. Prior Work
3. The three channels
4. Usage of the three channels
5. Conclusion and further research

Division of Entrepreneurship



Our paper is based on the following prior work:

- *theoretical considerations:*
  division of entrepreneurship (in cooperations)

References: Brunner and Voigt (2007), Fehl et al. (2007), Brunner (2006)

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- *methodology:*
  theory building by the means of case study research

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- *theoretical considerations:*
  division of entrepreneurship (in cooperations)
- *methodology:*
  theory building by the means of case study research
- *results:*
  the procceses of communication depend on the underlying processes of innovation

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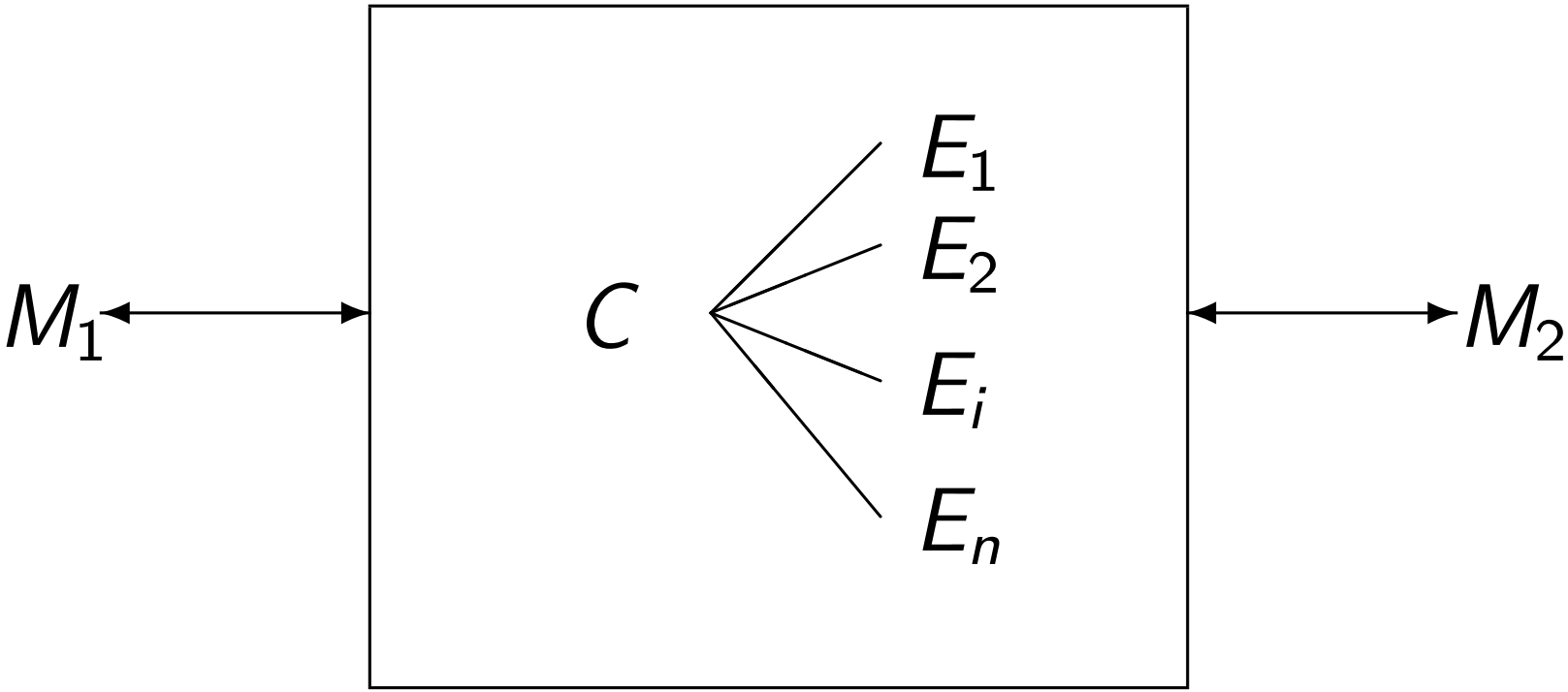
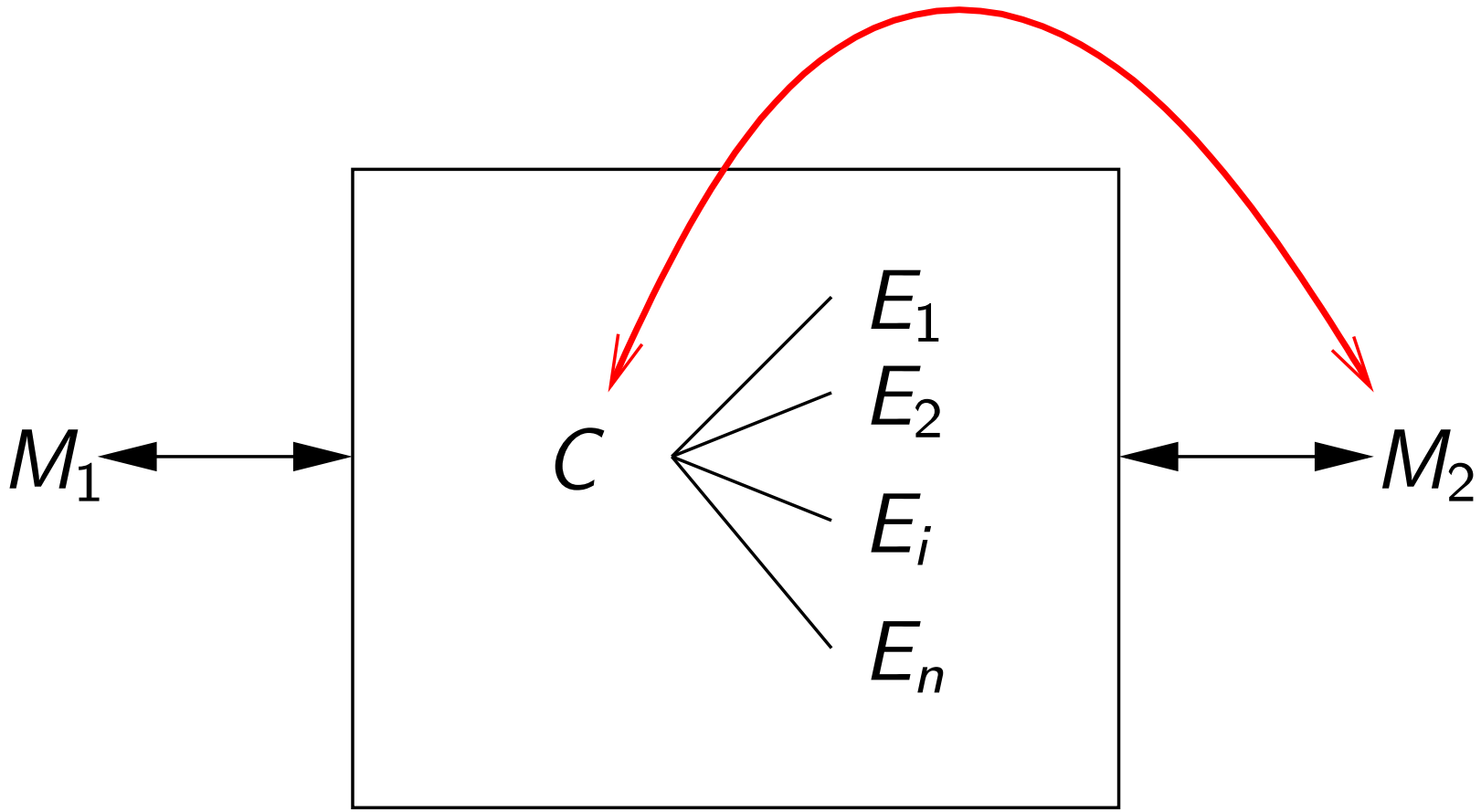
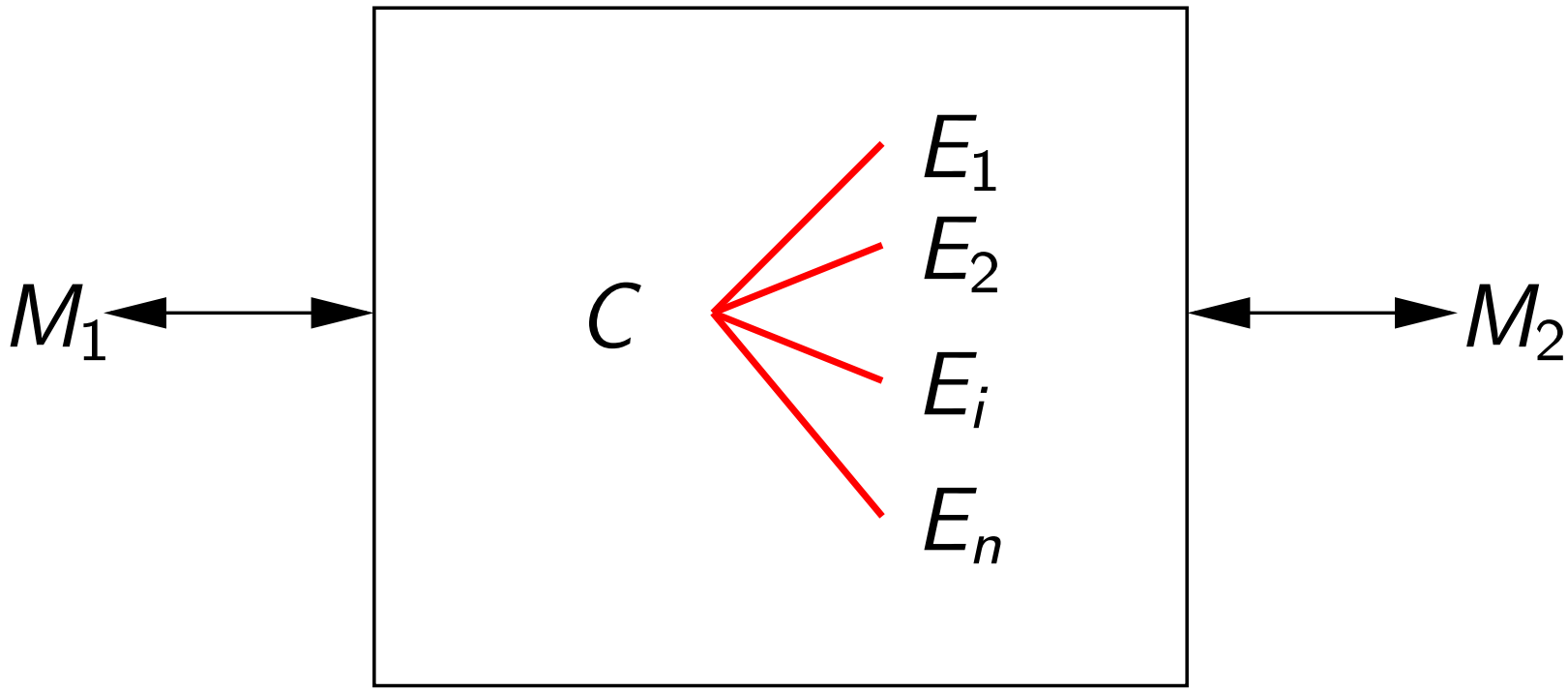

M_1
C
E_1
E_2
E_i
E_n
M_2

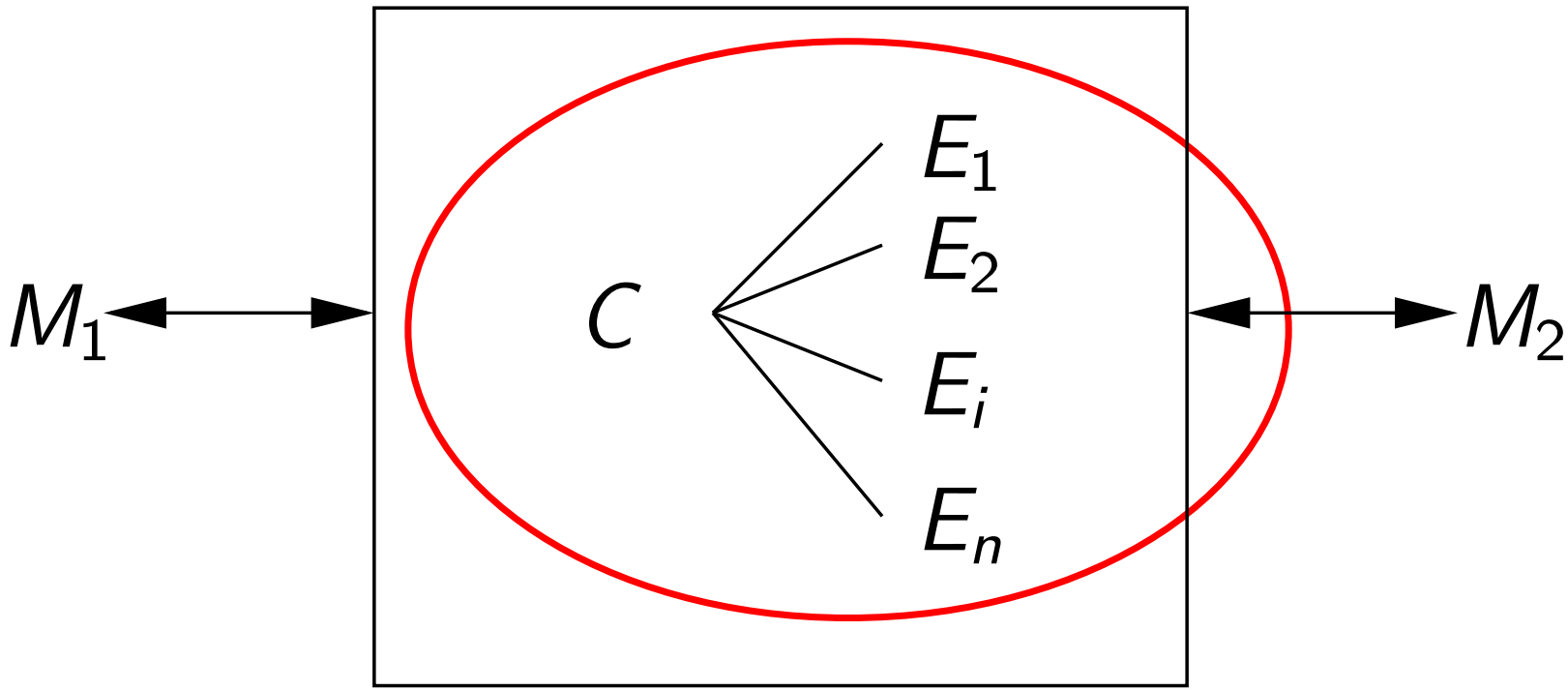
Channel 1: direct observation and market research

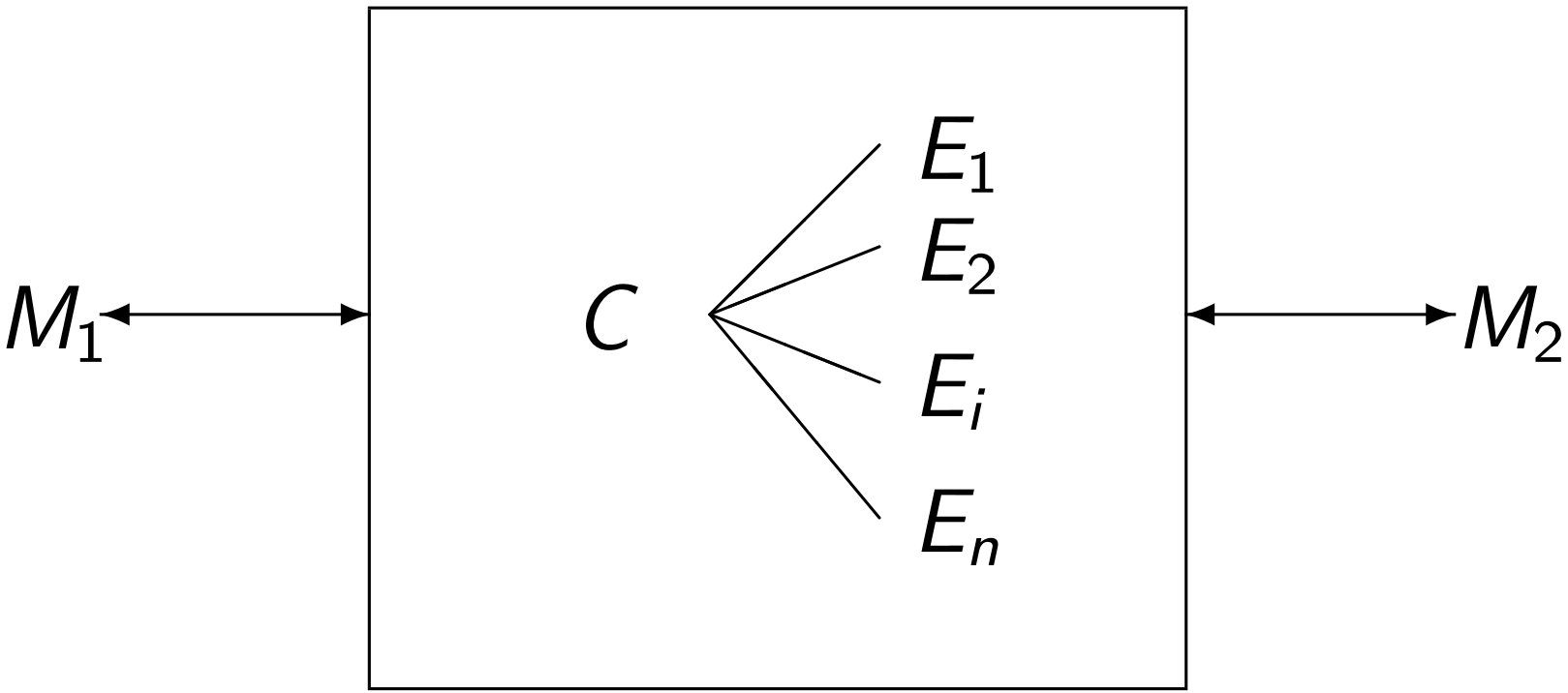


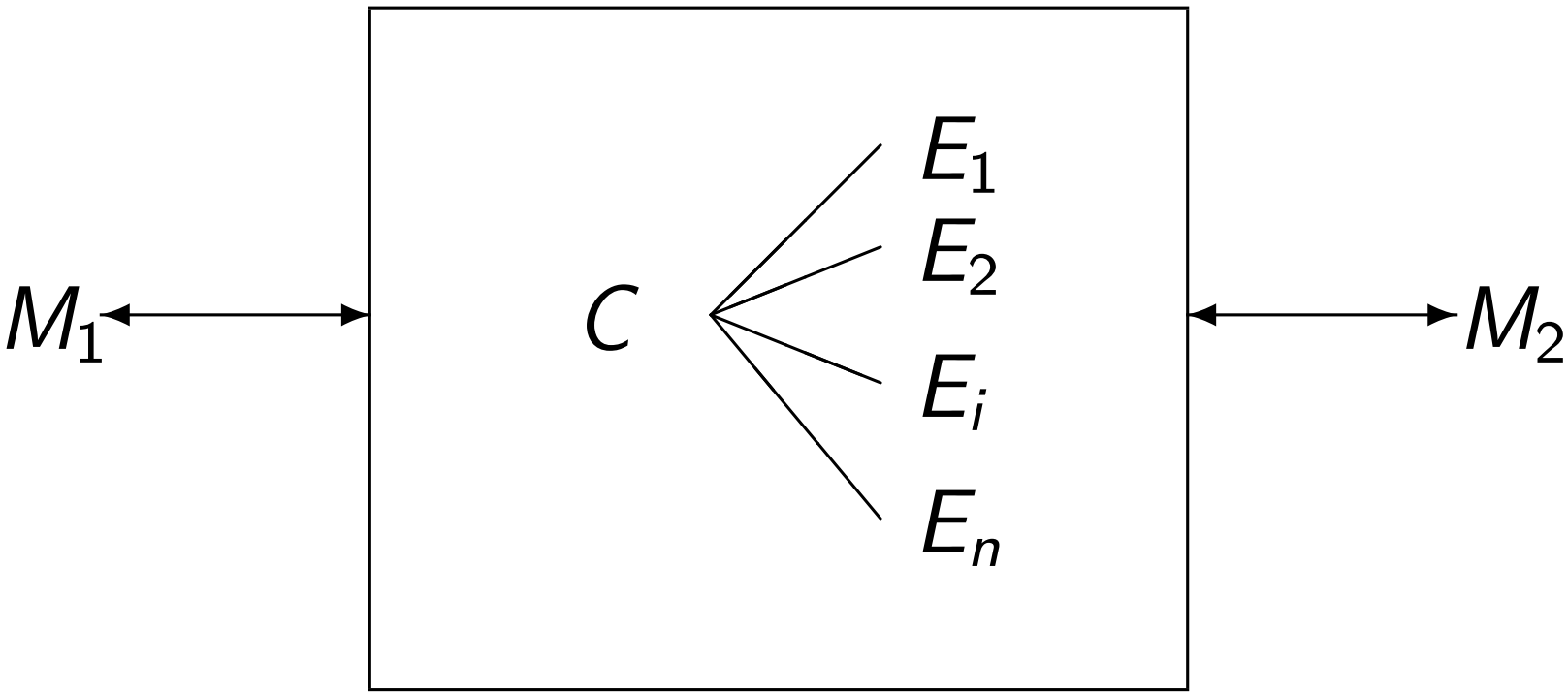
Channel 2: monitoring exchange processes



Channel 3: direct communication




M_1
C
E_1
E_2
E_i
E_n
M_2


M_1
C
E_1
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E_i
E_n
M_2

Hypothesis (1)

The more static the particular aspect of the environment, the more channel 2 will be employed.

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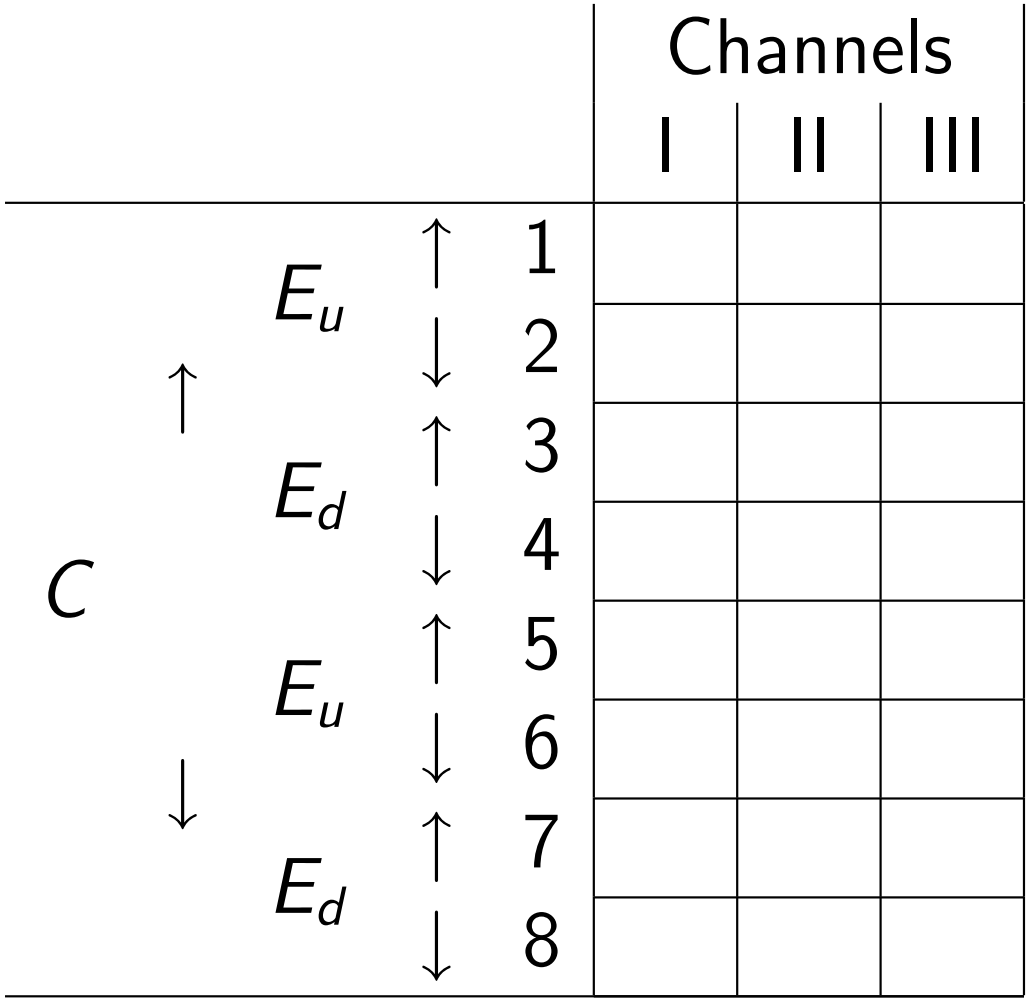
Hypothesis (3)

The more the environment changes within a certain period ot time, the more a direct communication (channel 3) between the players becomes necessary.


Channels
I
II
III
C
↑
↓
E_u
E_d
E_u
E_d
↑
↓
↑
↓
↑
↓
↑
↓
1
2
3
4
5
6
7
8

				Channels		
				I	II	III
C	$\uparrow$	E_u	$\uparrow$ 1		+	++
			$\downarrow$ 2	++		+
		E_d	$\uparrow$ 3	++		+
			$\downarrow$ 4	+	+	+
	$\downarrow$	E_u	$\uparrow$ 5	+	+	+
			$\downarrow$ 6		++	
		E_d	$\uparrow$ 7		+	++
			$\downarrow$ 8		++	+