

# Management of Market Knowledge in Networks\*

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The abstract can be found in the conference handbook on page 143.

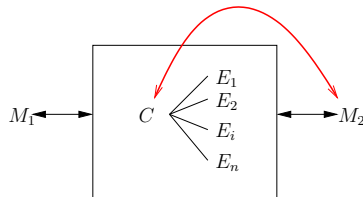
## Division of entrepreneurship

$$M_1 \longleftrightarrow \underbrace{C \Leftrightarrow E_1, \dots, E_n}_{\kappa} \longleftrightarrow M_2$$

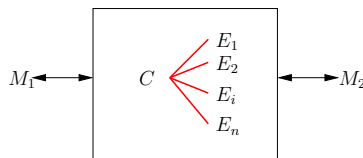
$C$  is the cooperation vehicle, the  $E_i$  denote the participating enterprises,  $\kappa$  the whole cooperation network and the relevant markets are denoted by  $M_1$  and  $M_2$ .

## The three channels

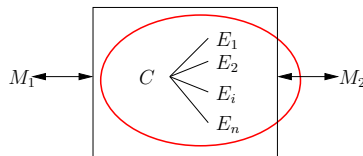
**Channel I** Direct observation and market research:



**Channel II** Exchange processes:



**Channel III** Direct communication:



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## On the usage of the three channels

**Hypothesis 1** *The more static the particular aspect of the environment, the more channel 2 will be employed.*

**Hypothesis 2** *The more dynamic and turbulent the particular part of the environment, the more the entity concerned has to revert to channel 1 or channel 3.*

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

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

The  $\uparrow$  and  $\downarrow$  denote a high/low dynamics of the environment, the case with a homogenous/heterogenous member base is denoted with  $E_u/E_d$ .

## References

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