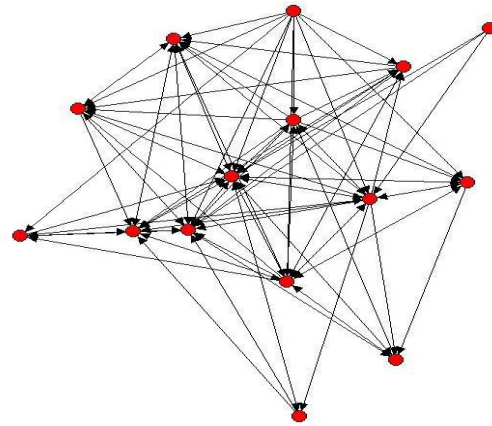


## Network Analysis

### Advantages and Applications

One of the biggest advantages of network analysis is that it can be visualized using the appropriate tools network connections very clearly.



This already results in a deeper understanding of the structures and relationships of a network.

The analyses of social networks based on the fact that a relation between persons, as well as between organizations is crucial, because they conduct, represent attitudes, communication, and information flow of goods.

The social / organizational network analysis provides the methods to investigate these relationships, to represent graphically, evaluating and building on that to develop it further. In short, the network analysis examines the relationships between actors.

Its main objective is to work out patterns of social relations between these players.

### Applications in organizations

The following listing shows an excerpt of the variety of social network analysis for businesses and other organizations:

- ✓ Control of network management

With strategic alliances and collaborations • After Mergers / Merger & Acquisition - How successful is the integration? • How good is connected the network? • How stable is the

network? • Are there "holes" in the network? • Who are the main / the most active members? • How vulnerable is the network? At what points? • What sub-groups there are and how good are they involved? • What needs to be changed, the network structure to improve the results?

## ✓ Team Development

How well your teams work together (internally) between the teams? • Where are dangerous bottlenecks in Team or in the company? • How can be improved the performance of teams?

## ✓ Management

Selection and evaluation of management • Development and support of managers • Who are the unsung leader? • Where is potential for conflict?

## ✓ Organizational Development

How is your business really working? Informal Organization Vs. Organization Chart • Building Communities of Practice • Knowledge and experts in the company structure • Opinion leaders - Who has influence? • What are the organizational causes of conflicts? • How efficient is the information? • What disturbs the inner communication or between companies?

## ✓ More applications are

In marketing • In the procurement / supply chain management • In knowledge management • In human resource development.