



# HARVARD UNIVERSITY

# Network Marketing Harvard University Report

**M Walker**

## **Network Marketing Harvard University Report:**

**A Network Approach in Strategic Management: Emerging Trends and Research Concepts** Beata Barczak, Tomasz Kafel, Pierpaolo Magliocca, 2021

**PURPOSE** The analysis of the literature shows that the attempts to conceptualize the strategic aspects of the network bring a significant impact on the development of research on organizational networks. This article aims to analyze the new trends in strategic management and in particular on the possibility of exploring the network approach in strategic management through the existing literature and the presentation of the new contributions of the following articles published in the current issue.

**METHODOLOGY** The article is descriptive in character thus it is based on a literature review and its constructive critics. A narrative literature review was used to present the main assumptions and features of the network approach in strategic management along with an indication of emerging trends and new directions. Also the identification of theoretical foundations for understanding the processes of strategic change in inter organizational networks and the proposition of the way to understand network strategy were presented.

**FINDINGS** The research included in this issue shows that from a network perspective business strategy plays an important role in guiding the development of individual relationships and networks. Exploring the network approach in strategic management allows one to adopt the category of network strategy which can be described through the coexistence of cooperation and competition.

**IMPLICATIONS FOR THEORY AND PRACTICE** Considerations lead to the conclusion that the business strategy must be expressed in terms of potential changes in the network in which the company operates taking into account its current and selected position in the network. Despite the fact that the current state of research on organizational networks in the theory of strategic management shows that this approach is already quite well established on the basis of the analysis of research results concerning the conceptualization of strategic aspects of the network the existing problems and limitations were identified.

**ORIGINALITY AND VALUE** The main problems related to the exploration of the network approach and the resulting consequences for the definition of the network strategy were indicated. Also the combination of an organizational and economic approach with the logic of competitive advantage and relational annuity. The demonstration that the network perspective in strategic management allows for a more complete understanding of the strategic behavior of modern enterprises.

**Keywords** network network strategy network approach strategic management

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**Internetmarketing** Dave Chaffey,Fiona Ellis-Chadwick,2012 Studieboek op hbo niveau      **E-business en e-commerce**  
Dave Chaffey,2011      Index to Black Periodicals 2004 Gk Hall & Company,2005      Small and Medium-sized Enterprises and the Global Economy Gerald I. Susman,2007 Small and medium sized enterprises SMEs often have difficulty competing in the global economy unless they collaborate with domestic or foreign partners or with public sector organizations This book addresses the resource leverage and innovation challenges that increased global trade represents for SMEs In doing so it explores how SMEs can become more competitive at home and in foreign markets as stand alone firms or as members of supplier and customer networks SMEs are turning increasingly to innovation as a source of competitive advantage in order to protect their home markets and participate in expanding foreign markets The contributors to this volume leading experts in entrepreneurship innovation and international business provide in depth coverage of the most compelling issues facing SMEs These include innovation as a competitive strategy network dynamics ways to leverage technology internationalization and the role of the public sector in helping SMEs to overcome resource deficiencies This comprehensive look at SMEs in the global marketplace will be of great interest to academics who study entrepreneurship innovation or international business officials from public sector agencies with responsibility for helping SMEs to internationalize and become more innovative and senior executives of SMEs or executives of larger companies who are considering collaboration with SMEs      Broadcasting Yearbook ,1941      **The Marketing of Farm Products** Louis Dwight Harvell Weld,1921      The Martindale-Hubbell Law Directory ,1998      **Educom Review** ,1991 Computing and communications in colleges and universities      **Proceedings of the ... Annual Meeting of the New York State Pharmaceutical Association ..., Also the Constitution, Bylaws and Roll of Members** New York State Pharmaceutical Association,1914      **College & Research Libraries News** ,1998  
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