

Evaluation of a personal business network with VennMaker


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1. What VennMaker is

2. Evaluation of a Business Network

Three overlapping circles in light grey and white on the left side of the slide.

What VennMaker is

- VennMaker is a new software tool for participative visualization and analysis of social networks.
- The programme allows for comparing of different individual perspectives and for visualizing changes within a network through time. Every step is stored electronically and can be tracked up afterwards.
- Vennmaker for the first time combines aspects of quantitative and qualitative network analysis. It is developed within the cluster of excellence „societal dependencies and social networks“ of the German universities Trier and Mainz
- learn more about features and development stage:
- → www.vennmaker.com

Evaluation of a business network with VennMaker (a beta-test tutorial)

VennMaker is applicable for:

1. Communicative visualization and validation of ego-networks (personal networks from the point of view of one actor)
2. Participative stakeholder mapping /strategic actor mapping (organizational network, project, or conflict constellation viewed by stakeholders, actors, experts or whole groups)
3. User friendly visualization of network analysis results collected with other methods

→ In this test we chose the first alternative

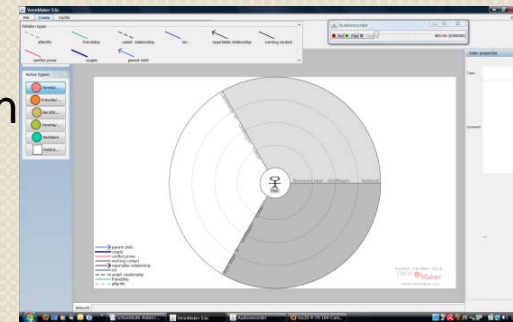
Research field:

Doing business in a cultural distant location

strategic focus:

Reviewing of the following dimensions

- „business centrality“
- „locality/transnationality “
- „ethnic homophily“;
- „occupational and private patterns of integration in Germany “

**Survey partner (ego):**

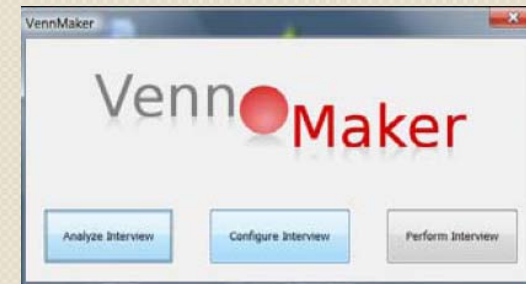
male expatriate from europe; 45 years old,
international manager since 10 years

Configure VennMaker

VennMaker has got an

- administrator level to create a questionnaire via interface, to define items and the interview process
- interview level for generating actors, placing actors within the network map, visualizing network ties, discussion of the qualities of relationships and audio recording
- analysis level for analyzing the formation process, analysis of audi-recording; [and for export and statistical analysis (Excel /SPSS → not yet implemented]

VennMaker



→ we start with the administrator level
(„configure interview“) →

2. Evaluation of an international Business Network

Ego and alteri bridging cultural distance in spatial proximity at host country location.

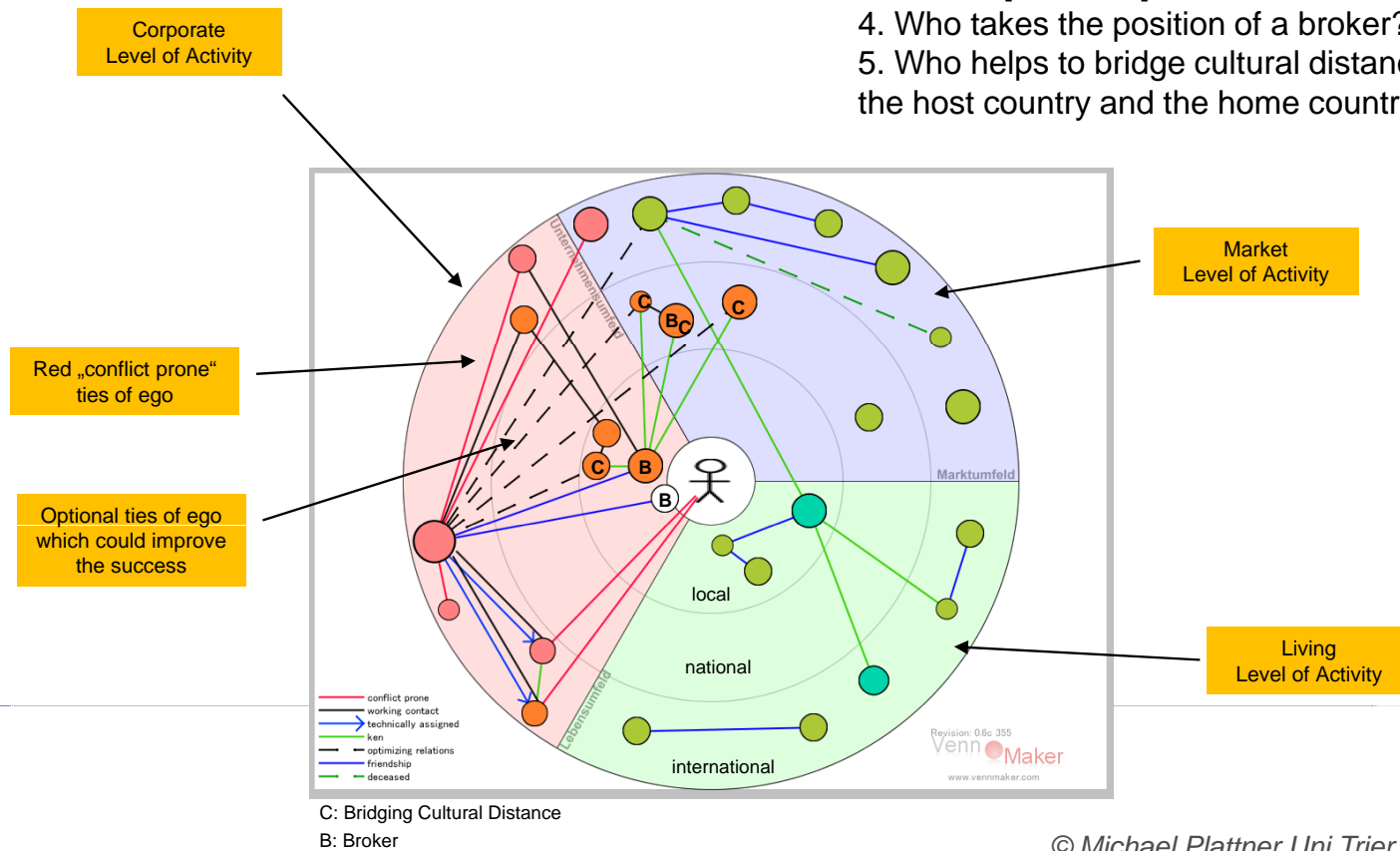
Hypotheses

For business success temporary co-presence is more important than permanent co-location.

Ego: Expatriated manager in asia

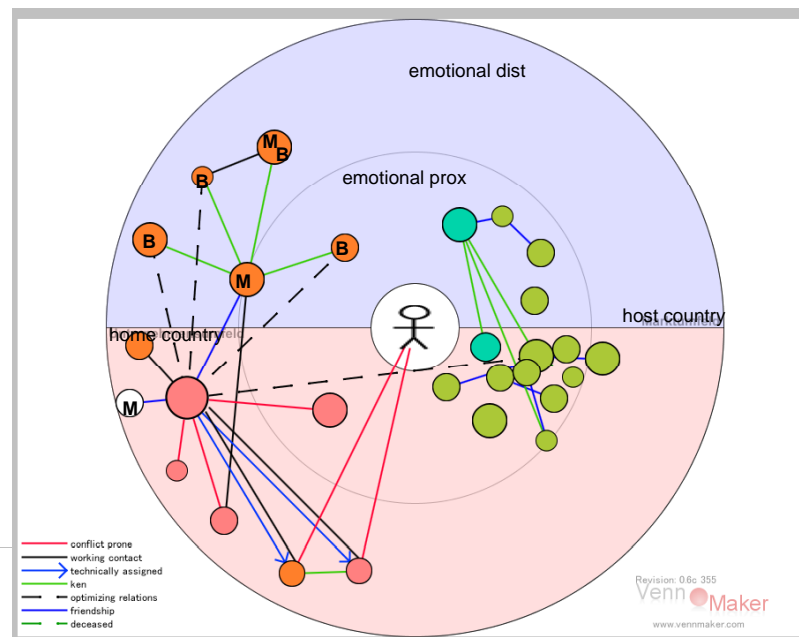
Generation of names:

1. With whom do you have business supporting contacts regarding you level of activities in the corporate, market and living sphere? [placement of alteri]
2. How strong? [venn]
3. Which relations constrain your business success? [red venn]
4. Who takes the position of a broker? [B]
5. Who helps to bridge cultural distance in the host country and the home country? [C]



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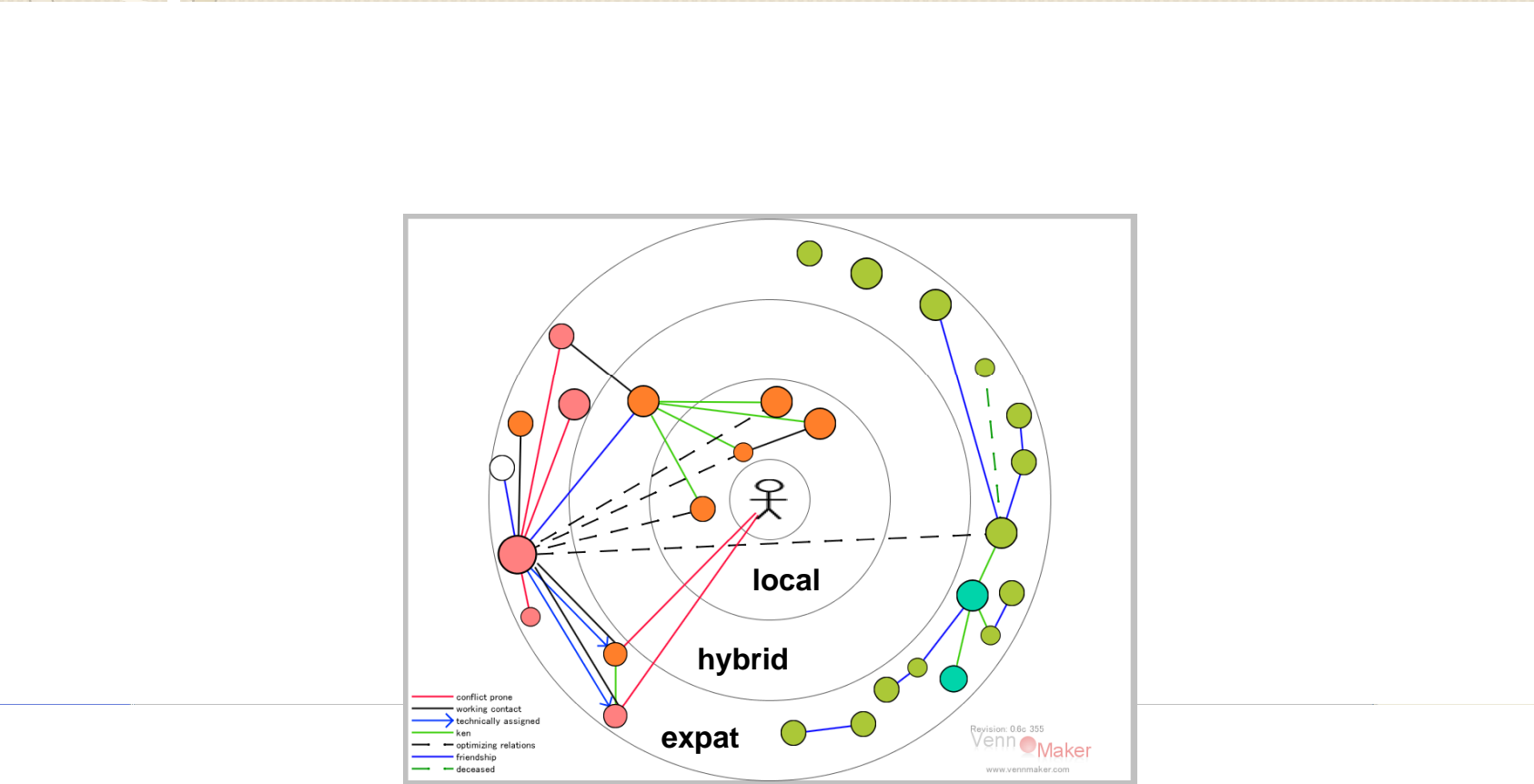
Who is supporting business success in the host country and the home country in emotional proximity or emotional distance?



C: Bridging Cultural Distance
B: Broker

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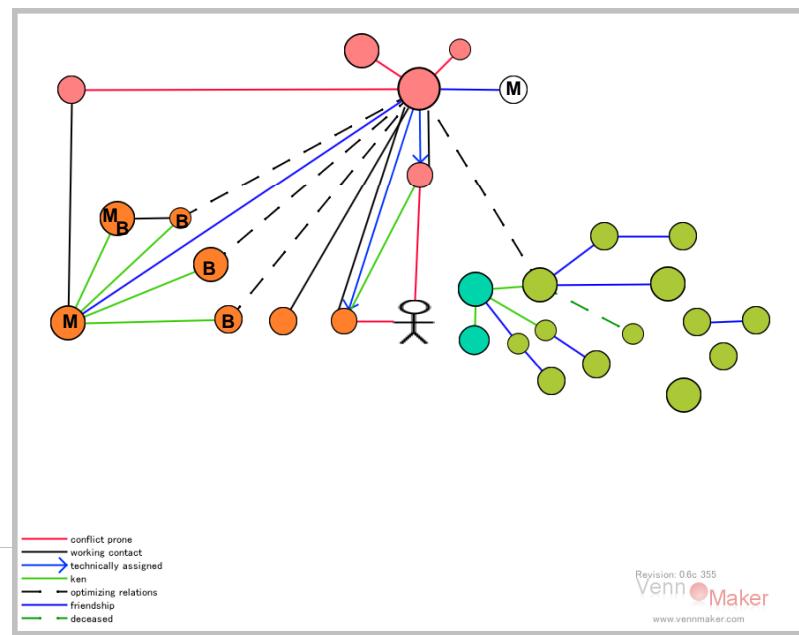
Who ist more important for business success: expatriated managers, hybrid managers, local staff?



C: Bridging Cultural Distance
B: Broker

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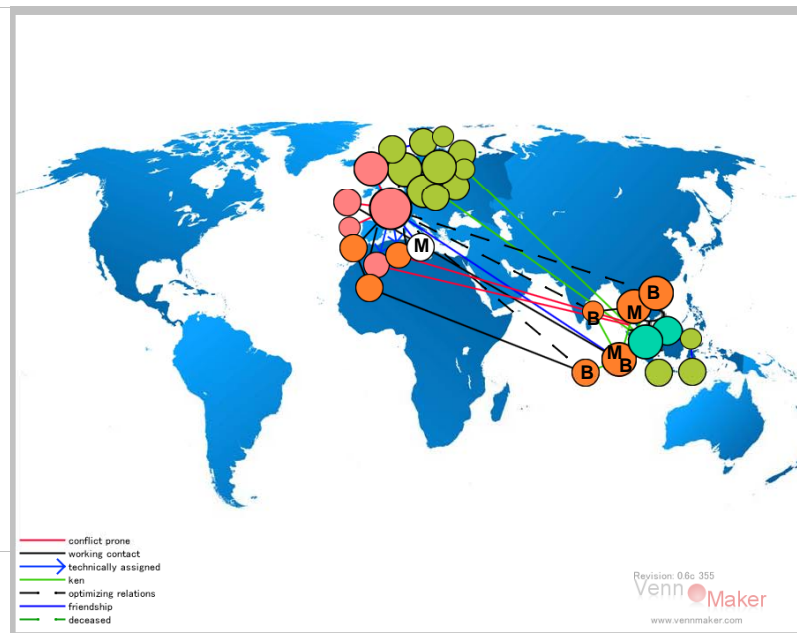
In organizational hierarchy, who is most important for success and failure?



C: Bridging Cultural Distance
B: Broker

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Who is supporting business success in a global system of services?



C: Bridging Cultural Distance
B: Broker

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Who owns VennMaker and where do I get it?

- VennMaker was invented 2006 and is owned by Michael Schoenhuth, Markus Gamper, Mathias Pohl and Martin Stark
- VennMaker is developed within the Cluster of Excellence of the universities of Trier and Mainz in Germany
- present team members : Michael Schoenhuth (team leader - anthropology), Markus Gamper (sociology), Michael Kronenwett (sociology), Ansgar Jonietz (software engineering), Michael Plattner (economic geography), Nina Bender (business education), Martin Stark and Raphael Dorn (history).
- *VennMaker is still in a beta-stage. We hope to release an official version by end of 2009. Meanwhile we co-operate with selected individuals and institutions to improve the tool*
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