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SOCIAL NETWORKS AND FIRM PERFORMANCE

EXAMINING THE RELATION BETWEEN DIMENSIONS OF SOCIAL CAPITAL, SOCIAL NETWORK PERCEPTION AND FIRM PERFORMANCE

Despite growing interest in the role of social networks in firm performance, there is some confusion in the literature regarding the antecedents of social capital and the mechanisms of how and when social capital influences firm performance. This dissertation consists of two meta-analysis papers and two empirical papers that examine how and when social capital influences firm performance and the consequences and antecedents of managerial network perception. The related hypotheses were tested with meta-analyses and empirical studies in the unique context of the 2014 Winter Olympic Games tender competitions.

The results revealed that social capital is strongly related to firm performance. However, these network effects are contingent on the development stage of new ventures, their industry and institutional contexts, and the type of performance measures considered. Furthermore, the results reveal that the accurate perception of networks is important, and misperception can be costly. Perception accuracy can be improved by actively scanning the environment and frequently interacting with key actors within the network.

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Souren Arzlanian (1980) did his PhD at the Faculty of Economics and Business Administration at the VU University Amsterdam. Souren earned his MPhil-degree in Business Administration and his BSc in Policy, Communication and Organization at the VU University Amsterdam. Prior to conducting his PhD, Souren worked as regional manager for DAF-TT in The Russian Federation.



SOURREN ARZELANIAN SOCIAL NETWORKS AND FIRM PERFORMANCE





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