

BUSINESS NETWORKS

TRACK PRESENTATION
MASTER ORIENTATION DAY

BY
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INTRODUCTION

THE NETWORK ECONOMY



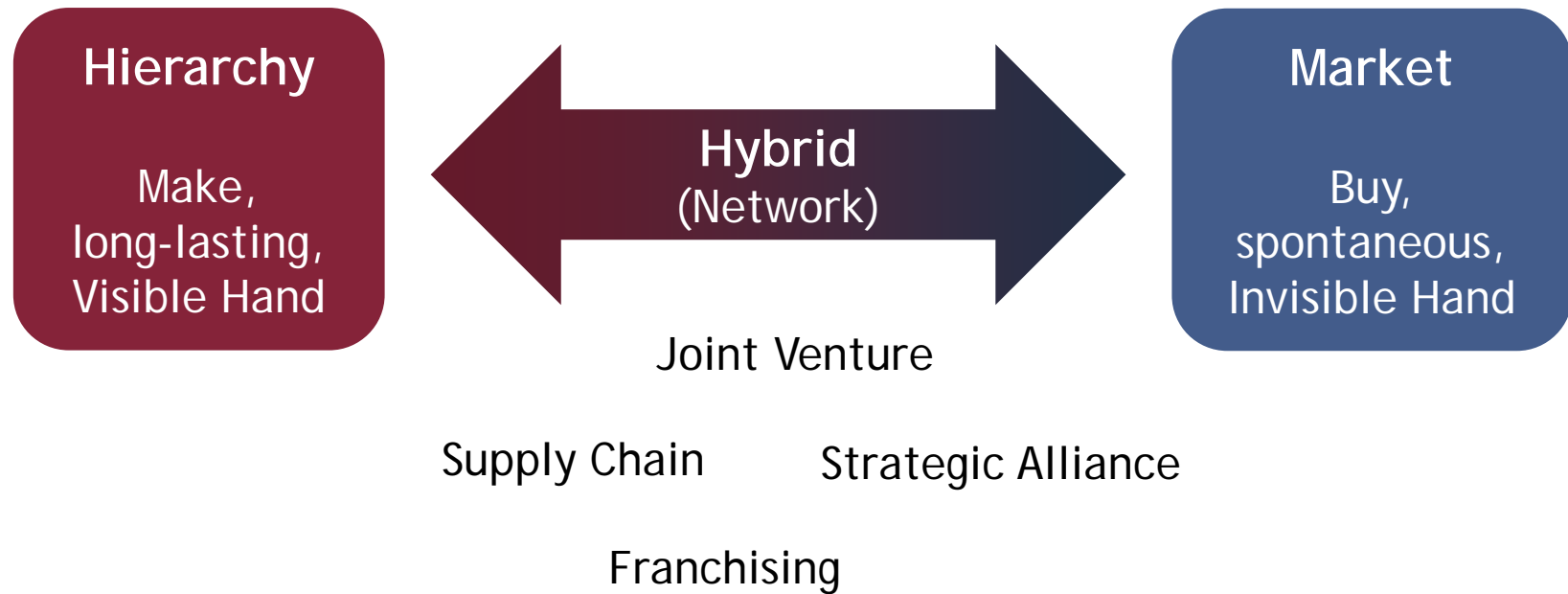
*the new economy is often referred to as the **Information Economy**, because of information's superior role (rather than material resources or capital) in creating wealth. I prefer the term **Network Economy**, because information isn't enough to explain the discontinuities we see.*

Kevin Kelly, editor of Wired, in: Wired 5.09

BUSINESS NETWORKS AND IOS

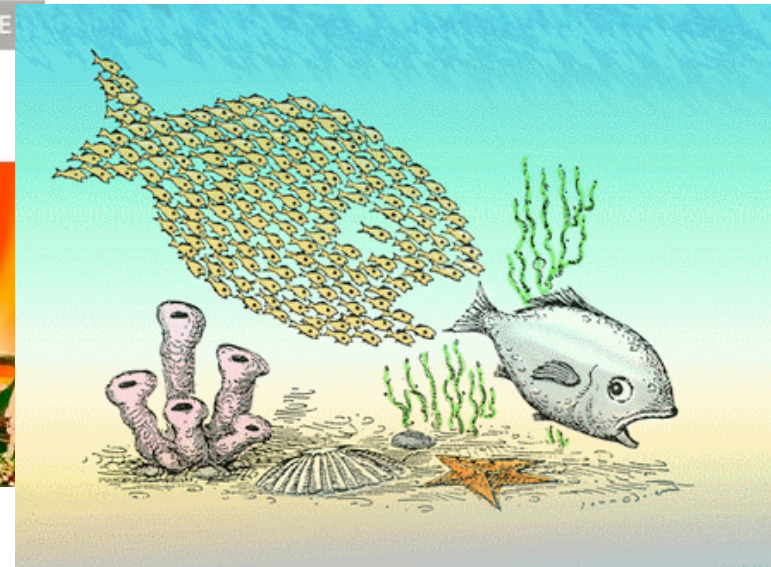
HIRARCHIES - NETWORKS - MARKETS

Transaction Coordination Mechanisms



BUSINESS NETWORKS & IOS

EXAMPLE: VIRTUAL SIZE FOR SME



Source: http://www.bioteams.com/images/big_fish_little_fish.gif

Present in 150 countries,
58.000 partners globally,
processed over 25 million flower orders p.a.

BUSINESS NETWORKS & IOS

EXAMPLE: STRATEGIC ALLIANCES



„Today in London, our two companies announced plans for a broad strategic partnership that combines the respective strengths of our companies and builds a new global mobile ecosystem.“

- 48% more strategic alliances used today by America's fastest growing companies than 3 years before (Trendsetter Barometer 1998)
- Yet, a precarious undertaking:
 - failure rate of business alliances 50-70% (PWC, KPMG)
 - dissolution rate of 50% (Park, Ungson 1997)

Cf. Barringer, Harrison 2000, p. 368

BUSINESS NETWORKS & IOS

EXAMPLE: INTER-NETWORK COMPETITION



	Star Alliance^[5] 27 members Founded 1997	SkyTeam^[6] 20 members Founded 2000	Oneworld^[7] 15 members Founded 1999
Passengers per year	637.62 million	588 million	506.983 million
Countries	193	178	152
Destinations	1,269	1,064	992
Fleet size	4,338	4,467	3,324
Employees	439,232	459,781	391,968
Revenue Billion US\$	173.12	186.331	142.571
Daily departures:	18,000	15,723	14,011

Source: http://en.wikipedia.org/wiki/Airline_alliances

MODULE “BUSINESS NETWORKS”

LEARNING OBJECTIVES

- What is the motivation of firms to engage in inter-organizational cooperation?
- In what kind of relationships do companies enter?
- How does successful cooperation and coopetition look like?
- What are viable network business models?
- What kind of IOS are required in support of these?
- How can these be protected technically against threats?
- How can networks and underlying IOS be managed?

MODULE “BUSINESS NETWORKS”

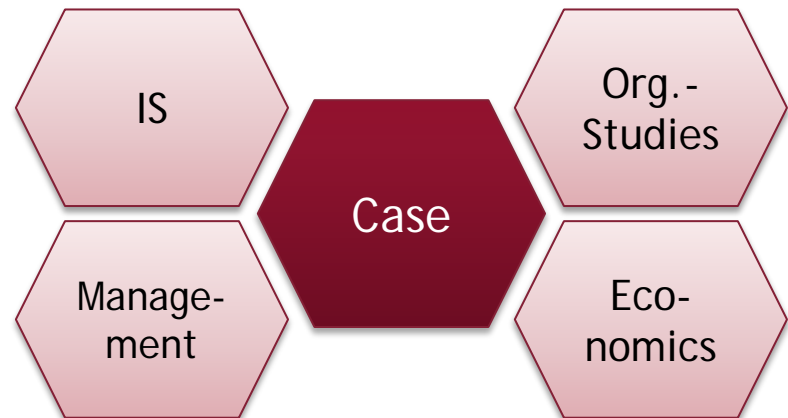
LECTURE “INTER-ORGANIZATIONAL SYSTEMS”

Winter semester	Summer semester
Inter-organizational Systems	Network Economics
	Information Security

Inter-organizational Systems

Seminar style with integrated lectures

Discussion of case examples from different theoretical angles



MODULE “BUSINESS NETWORKS”

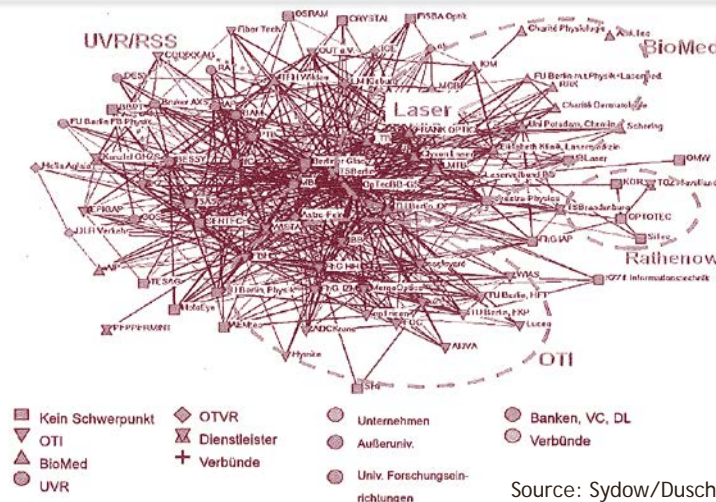
LECTURE INFORMATION ECONOMICS

Winter semester	Summer semester
Inter-organizational Systems	Network Economics
	Information Security

Network Economics

Inverted classroom model, research proposals by students

Exploration of the fabric of BN and IOS drawing on perspectives from economics, sociology, computing, information science, and applied mathematics.



Source: Sydow/Duschek 2011

MODULE “BUSINESS NETWORKS”

LECTURE INFORMATION SECURITY

Winter semester	Summer semester
Inter-organizational Systems	Network Economics
	Information Security

Information Security

Lectures combined with practical and theoretical exercises

Threats (e.g. e-business, cyber-physical systems), cryptography, network technology, protection, security management.

