Management of Market Knowledge in Networks

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isbe 2007, Glasgow, Scotland
1. Problem
2. Prior Work
3. The three channels
4. Usage of the three channels
5. Conclusion and further research
Division of Entrepreneurship

\[ M_1 \rightarrow E \rightarrow M_2 \]

\[ M_1 \rightarrow C \rightarrow M_2 \]

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Our paper is based on the following prior work:

- **theoretical considerations:**
  division of entrepreneurship (in cooperations)

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- **theoretical considerations:** division of entrepreneurship (in cooperations)
- **methodology:** theory building by the means of case study research
- **results:** the processes of communication depend on the underlying processes of innovation

Problem
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The three channels
Usage of the three channels
Conclusion and further research
Channel 1: direct observation and market research

\[ M_1 \rightarrow C \rightarrow E_1, E_2, E_i, E_n \rightarrow M_2 \]
Channel 2: monitoring exchange processes

\[ C \rightarrow E_1, E_2, E_i, E_n \rightarrow M_1 \leftarrow M_2 \]
Channel 3: direct communication
The three channels
Usage of the three channels
Conclusion and further research
Problem
Prior Work
The three channels
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Conclusion and further research

\[ M_1 \xrightarrow{\text{C}} E_1 \xrightarrow{E_2} \cdots \xrightarrow{E_n} M_2 \]
Hypothesis (1)

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Hypothesis (2)

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Hypothesis (3)

The more the environment changes within a certain period of time, the more a direct communication (channel 3) between the players becomes necessary.
### The three channels

#### Usage of the three channels

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<tr>
<th>Channels</th>
<th>I</th>
<th>II</th>
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Voigt/Brunner, 2007-11-09