

Another approach of supplementary tools used in the analyze of the commercial companies evolution towards network structures influencing the economic behavior

Carmen Costea

Academy of Economic Studies, Bucharest, Romania

Corresponding author e-mail: *Carmen.Costea@com.ase.ro*

Network analysis (social network theory) studies the development of the social structure of relationships around a group or an institutional body and how it affects beliefs and behaviors. Causal pressures require more attention in social structure. The main intention is to give a new approach at the idea that this reality should be primarily conceived and investigated from the view of the properties of relations between and within units instead of the properties of these units themselves. The relationship may refer to the exchange of products, labor, information and money.

By mapping these relationships, network analysis helps to uncover the emergent and informal communication patterns of commercial companies which may be compared to the formal communication structures. These emergent patterns can be used to explain institutional and personnel behaviors.

Network analysis techniques focus on the communication structure of an organization, which can be operated into different approaches. Structural features that can be identified will be analyzed through the use of network analysis techniques are for example the (formal and informal) communication patterns in an organization or the identification of specific groups within an organization. Special attention may be given to specific aspects of communication patterns.