

Preliminary Notes on a Syllabus on Networks and Organizations

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This preliminary syllabus shall give a rough idea of the course that Prof. Piezunka will teach at TUM School of Management on July 5 – 9, 2021. The final syllabus may differ somewhat. In particular, **the reading list will be shorter.**

COURSE OBJECTIVES

The study of networks has become crucial for the understanding of organization. In this class, we discuss research on social networks and examine how it informs our understanding of organizations – informing a variety of topics such as strategy, innovation, or entrepreneurship.

The goal of the class is to understand the theory as well as the methods underlying research on social networks.

ASSIGNMENTS

For each class you have to prepare a short memo about the paper. The memo should be no more than 1 + ½ page long. Do NOT summarize the readings. Outline instead how they relate to one another, for example how does one paper add to the finding of another paper. Also, use the end of the memo to suggest in 2-3 sentences a related idea you may study. You need to submit the memo by email before the class starts.

At the beginning of each session one participant presents one of papers assigned for that session. The presentation is 10 minutes long. The person should be deeply familiar with the paper and prepare a short presentation. In the past students have reached out to the author of the paper. That has enriched the class discussion and has allowed the student to connect with a scholar (please check with me before you reach out).

GRADING

- 1) Class Memo (50 %)
- 2) Class Presentation (20 %)
- 3) Class Participation (30 %)

PRELIMINARY LIST OF READINGS

Please note the following outline is still subject to change. It does, however, provide a clear indication of what to expect.

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- Gargiulo, M., & Benassi, M. (2000). Trapped in your own net? Network cohesion, structural holes, and the adaptation of social capital. *Organization Science*, 11(2), 183-196.
- Gibbons, R., & Henderson, R. (2012). Relational contracts and organizational capabilities. *Organization Science*, 23(5), 1350-1364.
- Goldberg, A., Srivastava, S. B., Manian, V. G., Monroe, W., & Potts, C. (2016). Fitting in or standing out? The tradeoffs of structural and cultural embeddedness. *American Sociological Review*, 81(6), 1190-1222.
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ABOUT THE INSTRUCTOR



Henning Piezunka is an Assistant Professor of Entrepreneurship at INSEAD. He obtained a Diplom Kaufmann from the University of Mannheim (Germany), a Master of Science from the London School of Economics (UK), and a PhD from Stanford University (US). At Stanford, he received the scholarship in computational social science. Henning is a researcher in the areas of competition and innovation and publishing his work in top academic journals (e.g., the *Administrative Science Quarterly*; *Academy of Management Journal*, and *PNAS*).

Before entering academia, he co-founded an IT company in 1998 and was the founder-CEO before selling it in January 2016. By 2016 Henning's company employed more than 30 people and served customers in more than 80 countries

Henning's teaching focus is on the class "New Business Ventures". He teaches the class for MBAs as well as for Executive MBAs. Henning has received outstanding teaching ratings, has been on the INSEAD Dean's list for excellence in MBA teaching, and has won the INSEAD best teacher award multiple times.