First, a short game...

- Tangram pieces
- Three groups
- Objective: score points!
- Co-operate and exchange pieces
First, a short game...

- Tangram pieces
- Three groups
- Objective: score points!
- Co-operate and exchange pieces
Tangram pieces

- A: square
- B: rhomboid
- C: small triangle
- D: medium triangle
- E: large triangle
Score

- small arrow (CCD): 1
- house (DEE): 1
- large rhomboid (BCC): 1
- large arrow (ACCD): 2
- square (CCDE): 2
- hare (ABCCDEE): 8
Groups

- group 1: AACCC
- group 2: BDDDE
- group 3: CCEEE
Let’s start!

- 5 minutes and counting...
Coalitions in Networked Innovation

Rory Sie @ PhD student meeting, December 2nd, 2009
Networked Innovation
Coalitions
Mapping
Model
Plan
Please...

- ...tell me if I’m wrong!
Why networked innovation?

you do not know everything
Why networked innovation?

you do not know everything
Why networked innovation?

you do not know everything

exchange knowledge and profit!
Networked Innovation

- distinct parties
- knowledge exchange and development
- temporary alliances
Networked Innovation

- distinct parties
- knowledge exchange and development
- temporary alliances
Networked Innovation

- distinct parties
- knowledge exchange and development
- temporary alliances
Networked Innovation

- distinct parties
- knowledge exchange and development
- temporary alliances
- coalitions
Coalition

- temporary alliance
- distinct parties
- common intention
- individual goals
Coalition

- temporary alliance
- distinct parties
- common intention
- individual goals
Coalition

- temporary alliance
- distinct parties
- common intention
- individual goals
But wait a minute...

- Where have we heard this before?
But wait a minute...

- Where have we heard this before?

<table>
<thead>
<tr>
<th></th>
<th>AHTCs</th>
<th>Networked Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>why?</td>
<td>individual learning need</td>
<td>exchange and develop knowledge</td>
</tr>
<tr>
<td>duration?</td>
<td>transient</td>
<td>temporary</td>
</tr>
<tr>
<td>who?</td>
<td>heterogeneous members</td>
<td>distinct parties</td>
</tr>
</tbody>
</table>
Coalitions in Networked Innovation

- Micro (personal)
- Meso (unit)
- Macro (firm)
Coalitions in Networked Innovation

- Micro (personal)
- Meso (unit)
- Macro (firm)
Problem

- people are self-interested
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- people are self-interested
Solution

- insight in value of candidate coalitions
Interpersonal ties

- amount of time
- emotional intensity
- intimacy
- reciprocal services

Granovetter 1973
Interpersonal ties

- amount of time
- emotional intensity
- intimacy
- reciprocal services

Granovetter 1973
Interpersonal ties

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Granovetter 1973
Interpersonal ties

- amount of time
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Granovetter 1973
Coalitions (1/2)

- structure
- members
- dependence between members
- time

Begley et al. 2008
Coalitions (2/2)

- power
- orientation
- capabilities

Begley et al. 2008
Mapping

<table>
<thead>
<tr>
<th>Granovetter / Begley et al.</th>
<th>Structure</th>
<th>Members</th>
<th>Dependence</th>
<th>Time</th>
<th>Power</th>
<th>Orientation</th>
<th>Capabilities</th>
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</thead>
<tbody>
<tr>
<td><strong>Amount of time</strong></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Emotional intensity</strong></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Intimacy</strong></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reciprocal services</strong></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
What causes coalitions to be formed?

1. actor similarity
2. personality
3. proximity
4. environmental factors

Brass et al. 2008
What causes coalitions to be formed?

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What causes coalitions to be formed?

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4. environmental factors
5. reputation! (Sie, submitted)

Brass et al. 2008
What causes coalitions to be formed?

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2. personality
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5. reputation! (Sie, submitted)
What causes coalitions to be formed?

1. actor similarity
2. personality
3. proximity
4. environmental factors
5. reputation! (Sie, submitted)

Brass et al. 2008
Causal model (micro level)
Research questions

- How are coalitions formed? (now)
- What is their structure?
- How are they sustained?
- How is the payoff divided?
Future

- model meso (unit) and macro (organisational) level
- assign weights (help!)
- run a simulation to analyse dynamics
Goal

- metric for the value of candidate coalitions
Summary

- Problem: people are self-interested
- Solution: provide metric for candidate coalitions
- How? Analyse, model and simulate
This is just the beginning...

Scary huh?