

## عنوان مقاله:

Investigating Business Networks: Case of Iranian Nanotech SMEs

## محل انتشار:

سومین کنفرانس بین المللی مدیریت بازاریابی (سال: 1387)

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## خلاصه مقاله:

This paper investigates the network facing small-to-medium sized enterprises in the Iranian nanotechnology arena. It demonstrates the networks that can be constructed from the strategic partnerships between actor firms, and unveils these links using semi-structured interviews with managers of Iranian nanotech SMEs. By applying social network theory on the data gathered, important pictures of the network are drawn; salient actors are identified and main characteristics of the network are discussed.

## کلمات کلیدی:

Business networks; Nanotech; SME; Social Network Analysis; Centrality

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/63690>

