

# Værdiskabende Netværksgrupper

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Kandidatafhandling

10. semester på cand.merc. Organisation og Strategi



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# Titelblad

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Uddannelsessted	Aalborg Universitet – Institut for erhvervsstudier
Studieretning	Cand.merc. i Organisation og Strategi, 10. semester
Titel	Værdiskabende Netværksgrupper
Vejleder	Kirsten Kjellberg
Anslag	136.356 anslag, svarende til ca. 57 normalsider

Jeg gør opmærksom på, at specialet omfang, jævnfør eksamensbestemmelserne, ikke indeholder titelblad, forord, det engelske abstract, indholdsfortegnelse, litteraturliste og bilag.

Alle bilag findes elektronisk på vedlagt cd-rom.

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## Forord

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Følgende projekt belyser fænomenet netværksgrupper og den merværdi der kan skabes ud fra deltagelsen af sammen. Det er tilkommet med hjælp fra flere forskellige parter, og jeg vil derfor benytte forordet til at takke disse,

Til at starte med vil jeg takke min vejleder Kirsten Kjellberg for at have hjulpet mig med at finde fokus i projektet samt ydet bestand hvor det har været nødvendigt. Gennem undersøgelserne i projektet har jeg end videre samarbejdet med tre case-virksomheden, Lykketronic, Treco og WebHouse, som jeg har fået kontakt til gennem Værkshus Nordjylland. Jeg vil derfor gerne takke mine kontaktpersoner hos de respektive virksomheder, for at have afsat ressourcer til at medvirke i min empiriske undersøgelse.

Nedenstående illustration er lånt fra WebHouse.dk, og er medtaget for at skabe en indledende interesse for fænomenet netværk. Jeg synes budskabet er spændende og illustrerer meget godt den værdi jeg ønsker at undersøge i det videre projekt.

$$\text{Separations grad} = (\ln N) / (\ln K)$$



Forvirret? Så prøv at beregne det ud fra formlen:

$$\text{separations grad} = (\ln N) / (\ln K)$$

hvor N er befolkningsantallet og K er antallet af kontakter per person.

God fornøjelse!

## **Abstract**

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This thesis concerns the subject of the value and learning a company gains through participating in networking groups. I find it interesting to examine why several companies are choosing to spend the internal resources necessary to take part in such groups, and how the end results of said participation are added up and concluded upon.

A theoretical account has been established for the ideas of networking and networking groups in order to examine this area more closely. Following this account it was determined that further work on the subject was to be focused on networking groups in particular. In order to understand the value of participation in such groups a theoretical account has been determined for the potential learning created in such social relations. To further supplement this an empirical study has been drawn from a case study of three companies from three different industries whom have all taken part in networking groups through Værksthuss Nordjylland. The respective owners of the three businesses have all been interviewed on a number of relevant subjects that have been determined through the understanding of the term networking groups itself as well as the theoretical understanding for the thesis.

Within the discussion of both the theoretical and the empirical material special focus has been paid to two different factors which have significance on the value gained by companies through participation in networking groups. The first factor is the professional qualifications gained by the employees, and therefore the company. The other factor is the personal development of the employee. Between these two factors lie a long list of values gained for the participant him- or herself. Even if only the participant itself benefits from this in the short term the company stands to gain from improving the qualifications of its employees in the long term. A general consensus cannot be established from the empirical study alone. However, even though the participating parties in a networking group has differing views on networking both in the professional and the personal setting, the discussion in this thesis has shown that the expressed values of the participants lie closely to each other.