

Dr Cynthia M. Webster

Associate Dean of Higher Degree Research for the Faculty of Business and Economics, Macquarie University, Australia.

Management Seminar: Social Entrepreneur Networks: Case Study of Schwab & Skoll

Networks are recognised as key to any entrepreneurial venture, with networks especially critical for social ventures. Recent research stresses social entrepreneurs' reliance on developing extensive networks in order to access the necessary human and financial capital required to meet their goals of creating social value for communities in need. To date, much of the network research in social entrepreneurship is conceptual in nature with few studies examining the structural properties of social entrepreneur networks. In this seminar, we will explore some network properties of cohesion, subgroups and centrality to gain structural insights into two prominent social entrepreneur foundations.

Management Workshop: Social Network Analysis:

Understanding relationships is fundamental to many fields of inquiry.

Research has moved beyond simple dyadic relations to examine how networks of relations influence behaviour. While network theory is frequently drawn upon in the areas of business and economics, few researchers apply the formal network analytical techniques developed.

The aim for this workshop is to make network analysis more accessible. During the workshop, we will discuss: 1) how to frame structural research questions, 2) the basic data requirements to conduct network analyses, 3) various ways to collect network data, 4) network mapping and visualization techniques and 5) several network analytic measures and theories that have been applied in different academic studies.

About the Presenter

Cynthia M. Webster is Associate Professor in Marketing and is currently serving as Associate Dean of Higher Degree Research for the Faculty of Business and Economics. She received her Ph.D. from the University of California, Irvine and has held positions at UCLA, University of Queensland, University of New South Wales and the University of Newcastle. Her current research interests focus on: social and cause-related marketing, entrepreneurial networks and exchange, relationship marketing within membership associations and hedonic consumption and well-being. She has published articles in such journals as *Social Networks*, *Social Cognition*, *Journal of Epidemiology and Community Health*, *Industrial Marketing Management* and *Journal of Non-Profit and Public Sector Marketing*. Cynthia is passionate about providing quality research training to undergraduate and post-graduate students and in 2005 she was awarded the Vice-Chancellor's Citation for Outstanding Contributions to Student Learning.