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Titolo	Management of Network Organizations : Theoretical Problems and the Dilemmas in Practice // edited by Wodzimierz Sroka, Štefan Hittmár
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Descrizione fisica	1 online resource (262 p.)
Disciplina	330 381 658.1 658.4092
Soggetti	Organization Planning Globalization Markets Leadership Emerging Markets/Globalization Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Theoretical Aspects of Network Management: Strategic Management of Networks -- Alliances Amongst Companies in the Network Model of International Expansion -- Relations Between Trust and Networks -- Application of Cooperative Management in Enterprises: Management Approach, Problems and Recommendations -- Management of Selected Forms of Network Organizations: Industry Clusters as Network Organizations -- Cluster Mapping - A Basis for the Creation of Network Cooperation -- The Process of Cluster Management -- Managerial Challenges for Networks and Beyond -- Effectiveness of Network Management: Evaluation of the Effectiveness of Relations in Network Organizations -- The Evaluation of Business Excellence Within Network Enterprises -- The Economization of Network Business Models -- Structural Pathology in Inter-Organizational Networks and the

Decision-Making Autonomy of its Members -- Network Management in Practice: The Development and Management of Alliance Networks in the Biopharmaceutical Industry -- Management of Cooperative Activities in Sporting Organizations Within Alliance Networks -- Are Inter-Firm Networks Really Worth It? -- Using Management Tools to Manage Network Organizations and Network Models.

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Sommario/riassunto

Effective management is crucial to the success of network organizations and can reduce the risk inherently associated with cooperative strategy. This contributed volume addresses the management of network organizations from both theoretical and practical perspectives, as well as an international standpoint in the form of selected cases from various Central European countries. The authors claim that without some type of network management, irrespective of the type of network, it is impossible to effectively compete with other companies and/or networks. As network organizations are representative of a broad range of possible network types, i.e. alliance networks, clusters, outsourcing, and virtual organizations, this book presents various perspectives on the management of network organizations. The book features articles from different scholars who have practical experience in network organizations, written in simple and easy-to-follow language, with a wide application of practical cases. Given its successful combination of theory and practice, together with the nature of the texts presented, the book offers a valuable resource for a broad readership, including scholars, managers and management science students.

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