



Università degli Studi di Bergamo
Department of Management, Information and Production Engineering

Lunch-time Seminars – Spring 2015

RESEARCH ISSUES IN ECONOMICS AND MANAGEMENT ENGINEERING

25 March 2015
h 12.30 – 13.30

Building C – Meeting Room 3.02
via Pasubio 7b - 24044 Dalmine (BG)

“Social Exchange and Social Identity in Electronic Networks of Practice”

MARCEL HÜLSBECK, (Witten/Herdecke University)

Abstract

Although electronic networks of practice lack tight governance mechanisms they generate innovation and learning through knowledge exchange. Why individuals contribute knowledge to, or implement knowledge from, these networks remains disputed. Existing research is based on the assumption of reciprocation in these networks, i.e. social exchange theory. This paper challenges the current view and posits that participation of experts in these networks can be better explained by social identity theory: Participation is driven by the mere identification of individuals with the group. When simultaneously testing the influence of social exchange vs. social identity on knowledge sharing and knowledge implementing behavior, this study reveals that knowledge sharing is solely driven by social identification while knowledge implementation is driven by identification as well but is enhanced by social exchange norms. The results of this investigation provide a theoretical foundation of formerly observed but yet unexplained altruistic behavior in these networks.

For further details please refer to:

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*This event is jointly organized by the
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Production Engineering and the CCSE*

