

WHEN NETWORKS MATTER: NETWORK CONTENT AND INNOVATION OUTPUT

IREM DEMIRKAN

College of Business Administration
Northeastern University
319 Hayden Hall, 360 Huntington Avenue
Boston, MA 02115
Tel: (617) 373-4161; Fax: (617) 373-8628
E-mail: i.demirkan@neu.edu

DAVID L. DEEDS

School of Management
University of Texas at Dallas
P.O. Box 830688
Richardson, TX 75083
Tel: (972) 883-5904; Fax: (972) 883-6029
E-mail: david.deeds@utdallas.edu

ABSTRACT

While current network theory focuses heavily on the structure of relationships within a firm's network, there are still many questions regarding how the content of the network affects individual firm performance. In this study we look into the issue of network content - the characteristics of the actors and/or the qualitative nature of the relationships- within research co-authorship networks in the U.S. biotechnology industry. In particular, we explore how the content of relationships within a firm's ego network affects the focal firm's innovative performance longitudinally. Data from the U.S. biotechnology industry over a span of 17 years largely support our hypotheses.