WHEN NETWORKS MATTER: NETWORK CONTENT AND INNOVATION OUTPUT

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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.