

The Impact of Network Relationship on Value Creation

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ABSTRACT

ABSTRACT After two industrial revolutions that had substantial influence on human life, the world has been moving toward modernization, and that also increases world trade chances and promotes business contacts. Recently, when regional economical associations, like NAFTA, EU, WTO etc., have been set up, the interaction among different nations, cultures, political and economical systems goes intensively. Furthermore, through the new technique - internet, not only does Internet liberate the whole world boundlessly, but tight the various countries or people even more closely as a "line". Except the technical line, there are some lines invisible but connecting many related entities in business context, then networks and relationships occur. In order to meet the different needs of all the members within the network relationships, what elements are critical in these invisible lines for organizations or individuals to create values? This research offers professional architects' prospective with in-depth interview on the topic: The impact of network relationship on value creation, trying to explore the invisible relationship world. The results show that social exchange theory could explain how the architects' network relationships develop, and the informal relationships such as interpersonal relationship, trust and commitment, are critical in creating values. Through the interactions in network relationships, 8 types of network relationships might be classified. That implies each type could organize its own structure of activities and use specific ways of relation maintenance, in order to create values which meet various needs. Key word: network relationship, architect, value creation

Keywords : network relationship ; value creation ; architect

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