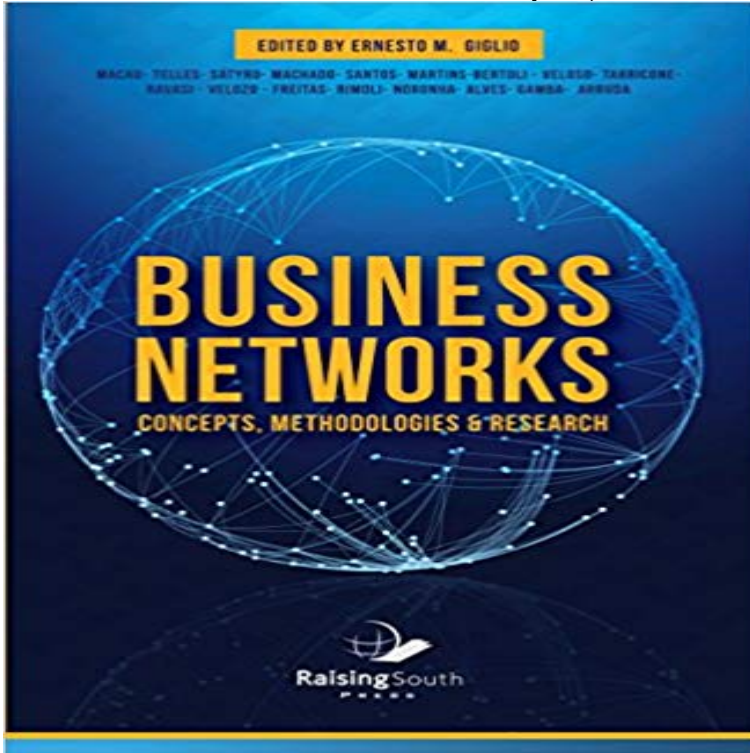


Business Networks: Concepts, Methodologies and Research



This book presents the ideas and research being developed from the Graduation program in Business Administration from the Universidade Paulista UNIP with the research group focused on Business Networks: New Concepts for new ways of Management. The group consists of five PhD researchers who develop their research projects and guide their students in parallel and complementary projects. It is the only Graduate Program in Brazil that has a fully dedicated research line to study the phenomenon of networks which is comprised by a set of five disciplines to prepare students in their dissertations. Some of those works that come from these activities are presented in this book. Nowadays, the great topics developed on these projects deal about power, governance, trust, commitment, innovation, learning, clusters, supply chains, strategies for networking and research methods. Each of these topics is developed in different chapters, where the main content is result from research conducted by the main researcher and students. Thus the reader finds both the theory, as well as research practices of networks, which has its specificities. The fields are varied, including aviation, cooperative construction, ceramics businesses, famous brands of bikes, family farming and restaurant chains networks. Thus, publishing with GlobalSouth Press, we begin a partnership that aims to open a space for discussion on Networks and its manifestations, whether on business, cooperation, public and social policies; among others; since the transformation of business and society itself evolving into a network format is an undeniable fact, which requires a field of specialized studies.

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