



Analysing Business Networks, PhD course

This course is about how to research business networks from an interactive perspective. It is especially relevant to all students with research interests in B2B marketing and purchasing, supply management, innovation, inter-organisational collaboration, relationships, and networks. It takes as its starting point the empirically based ideas and concepts from the interaction and networks approach, also known as IMP (Industrial Marketing and Purchasing Group).

Course content

This is a 3-day course based on interactive lectures, presentation and discussion formats aiming to:

- (i) outline the key assumptions underpinning the analysis of business networks,
- (ii) highlight managing innovation and new business development in complex, business networks,
- (iii) delve into the methodological issues involved, and
- (iv) discuss student proposals in-depth.

Successful completion of the course will give **6 ECTS/credits**.

The key learning objectives are:

- (i) *Familiarize participants with the key assumptions and ideas* of the interaction and network approach
- (ii) *Enable participants to apply* central concepts and models in order to analyse empirical material
- (iii) *Provide insight into the* appropriate methodological choices when analysing complex business networks.

Assessment

Participants are required to perform the following works:

- (i) Before the course starts: hand-in a PhD proposal (or other) relevant to their PhD thesis (maximum 20 pages),
- (ii) During the course meetings: present and discuss their PhD proposal/other relevant works and actively participate in discussion
- (iii) After the course: submit a revised PhD proposal

The faculty comprise of the following professors:

- Enrico Baraldi, Uppsala University
- Anna Dubois, Chalmers
- Debbie Harrison, BI, Oslo
- Malena Havenvid, KTH Royal Institute of Technology
- Åse Linné, Uppsala University
- Viktoria Sundquist, Chalmers
- Alexandra Waluszewski, professor emeritus

The course will run between **January and March in 2023**. The first two days (full days), **25th and 26th of January** will be held at the campus of **Uppsala University**, and the third day (half day) focussing on participants' final papers will be held in **week 10 in March** via Zoom.

Apply for the course by October 15 2022, or at your earliest convenience to safeguard admittance (spaces will be limited) by sending your application to: ase.linne@angstrom.uu.se
For any inquiry, please contact: ase.linne@angstrom.uu.se