



summary master thesis

Topic: Social Network Analysis of a family run business in a touristic destination
Research Question: How can a social network analysis of a family run business in a touristic destination be illustrated and how do the major stakeholders perceive them?
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1 problem definition

- many family businesses do not have a clear vision about their relationships with their major stakeholders as well as how their business and operations are perceived by other stakeholders

2 results

illustration

- monitor suspension system

- the tool clearly helps to see which relation the business needs to develop, improve or maintain
- more especially it advises what action to undertake with each member of the network
 - **Green** means that the relationship is already strong and stable; it needs to be maintained
 - **Orange** means that the relationship still needs to be strengthened to reach a stable level
 - **Red** means that the relation is weak and needs efforts to be more beneficial for business

perception by other stakeholders

- depends on their network with the business and the strength of the ties within the network

3 recommendations for family businesses

- be aware of power and importance of networks
- the more family businesses invest into the development and maintenance of their networks - the more they can influence success and future growth

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