
Can Social Networking Improve Individual Competitiveness? Exploring the Effects of Social Network Centralities on Knowledge Acquisition and Work Efficiency in Organizational Work Teams

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EXECUTIVE SUMMARY

The goal of this study is to examine the influence of people's social networking structures on the improvement of individual competitiveness within organizational work teams. This study utilizes a social network theoretical perspective to explain how two prominent properties of social networks, degree and betweenness centralities, could influence three crucial facets of individual competitiveness in the workplace: the quantity and quality of knowledge acquisition and work efficiency. This study contributes to current research on competitiveness by conceptualizing and empirically testing the relationship between work team members' social networks and their competitiveness improvement in organizational work settings.

Keywords: Social networks, Network centralities, Knowledge acquisition, Work efficiency, Individual competitiveness