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Developing vision for business networks in Russia

The general importance of the concept of "network" has continuously increased during last decades for portraying the characteristics of business arrangements and its actors. It is used not only to explain the existence of networks of companies or organizations but also to depict far more abstract connections that can have a crucial importance to success of business operations. We may well use various types of networks for understanding better complexity of modern business environment. It is of importance to understand that different networks play different roles in different situations. Business networks, their topological modeling and relating visual representations have long history already as modeling and communication vehicle. It is our vision the concept "network" and variety of applications originating from it shall play a significant role as tools for wide variety of managerial decision making. There will be growing number of technological solutions to represent the results of data analysis in the form of networks (look at the examples in the following figures). These can proved to be very valuable tools for managing complex product and activity break downs, emails and documents. Moreover, analysis of relations of data in focus can result in useful insights. Interestingly the network concept as an approach has resulted in the formulations like Network of commitments and Networks of requests and promises which characterize the current business conditions and expectations. The assessment and control of commitments, requests and promises of partners is considered as one of the most important tools in some recent management paradigms (commitments management, promise-based-management). In Russia, likewise in other rapidly developing economies, the business conditions are very dynamic. Basically dynamic nature of business conditions can be explained as a cause of numerous moving parts and relating actors such as regulators, competitors, customers, authorities, suppliers and financing organizations just to describe shortly but not extensively some of the stakeholders involved. In such dynamic situation the business is highly driven by the creation and realization of requests, promises and commitments. Thus it seems appropriate that the network of requests, promises and commitments can well meet the needs of companies operating in Russia.