

**INTERNATIONAL AND**

**INTERDISCIPLINARY SEMINARS**

## **Social Network and Competitive Advantage**

**Ronald S. Burt**

University of Chicago Booth School of Business and Bocconi University

Chair: Raffaele Vacca (NASP—University of Milan)

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h. 14.30-16.30

Room A

NASP Graduate School

via Pace 10 Milan

### **Abstract**

Many believe that a “good” network improves one's career chances. What does “good” mean? In this seminar, we outline what it means in social network theory, and how it works. The short answer is that good means a network rich in structural holes.

Ronald S. Burt is the Charles M. Harper Leadership Professor of Sociology and Strategy at the University of Chicago Booth School of Business, and a Distinguished Professor at Bocconi University. Previously a professor of sociology at the University of California Berkeley and Columbia University, he is most well-known for his work on social networks, brokerage, and social capital. With his book *Structural Holes: The Social Structure of Competition* (1992, Harvard University Press), he introduced the concept of structural holes, one of the most influential ideas in social network studies and contemporary sociology.

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