

# **DESIGNING, MANAGING AND EVALUATING A SOCIAL NETWORK BASED INFORMATION CITY FOR INNOVATION SUCCESS**

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## **ABSTRACT**

This thesis presents the design, implementation and evaluation of a Social Network based Information City that provides the participants with opportunities of finding social support, establishing new social or business contacts, starting collaborative projects, and exchanging social capital or resources. The focus of this study is twofold. First, this study investigates how Social Network theories can be used to design and manage a web-based Information City that connects entrepreneurs to influential factors of innovation that consequently enhances the innovation process. The second part focuses on applying a Balanced Scorecard framework, a strategic management system, to the web-based Information City to monitor, and articulate the value the community delivers through user interaction and participation in community ties, and to assess the performance of the network and suggest improvements.

The developed Information City allows for participants to interact and procure resource or advice from peers in the network and provides the administrator complete control over the management of the network by providing four essential management functions (User Management, Company Management, Resource Management and Request Management) with reporting and Social Network tracking capabilities. Apart from providing access to sources of resource to the user, the Social Network analysis presents the connectedness of the user in the network and allows a user to further strengthen the connectedness by establishing ties with other users. Although the developed system is supported by substantial literature survey, certain intuitive assumptions have been made with respect to the design and its correctness needs to be examined.