

Research on the Impact of Network Orientation on the Performance of Start-Up Enterprises

ZHAOHUI CHEN, JIETING SHEN and WEI XIE

ABSTRACT

It is of great importance to build network relationship and build a good relationship on the basis of good relationship to get resources to solve various problems. The network orientation is gradually paid attention to in the field of entrepreneurship, which is of guiding significance to the performance of the new enterprise. Based on reviewing the evolution of network oriented concept carding the research context, deepening the connotation of network oriented research, cooperative from the network, network awareness and network openness three levels to explore mechanism of guiding effect on the performance of new ventures, provides a theoretical basis to improve startup performance.

KEYWORDS

Network orientation, Start-up enterprises, Legitimacy, New enterprise performance.

INTRODUCTION

As one of the important parts of China's enterprises, the company's performance determines the overall innovation level of our existing enterprises and future enterprises. Network orientation is one of the ways to get access to resources, which can help to promote the growth of start-ups. In 2016, innovation and entrepreneurship activities have led to 87 million market players and 615,000 college students. The two initiatives have spawned a large number of start-ups, and for these companies facing severe resource constraints, how to build network relationships and improve their performance is the main point. Social network theory emphasizes the value of social support, and social support is inseparable from the construction and maintenance of social network relationship. The operation of an enterprise is not merely a chain of rational calculation of economic transactions. They are also deeply involved in network relationships. For startups, building network relationships and acquiring resources on a good basis is critical to the growth and development of startups. In recent years, the network orientation has been paid more and more attention in the field of entrepreneurship, but the research progress has been slow. In this paper, based on the review of the evolution of network oriented concept, clarify the network

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guidance meaning in this article, through exploring the network guidance and the relationship between the start-up performance, build the concept of relation model between them, and put forward the prospect of research concerned.

NETWORK ORIENTED RESEARCH

The connotation of network orientation

The concept of network orientation comes from psychology, which is the belief, tendency and attitude of dealing with problems in life through network relations. Psychology emphasizes the relationship orientation is an important characteristic of social orientation, and points out that relationship orientation is one of the network operation and attitude tend to choice, this tendency reflected more people in the form of interaction in social network. According to whether the object of the relationship is the family member, the network orientation is divided into the introverted network orientation and the extroversion network orientation and analyzes the different structures and functions of the two types of network orientation. With the development of social economy, the concept of network oriented from psychology into economics, starting with economics to discuss the economic value of network oriented, directs the network as a rational economic man are looking forward to benefit from economic interaction between intrinsic sexual behavior. From the perspectives of sociology of social relation and the characteristics and function, think that the Internet is the micro level of social action and interpersonal interaction, emphasize the social behavior participants tend to use network relations. Sorenson on network oriented theory research made an outstanding contribution, he in the perspective of conflict management, analyses the importance of cooperation, put forward the network oriented is the entrepreneur or entrepreneurial teams through constructing network in order to solve problems tend to get help, expectations and attitudes. Any link in the network is likely to produce performance, and the more likely it is to build a variety of network partnerships, the more likely it will be to raise output levels. From the three dimensions of network structure, construction and cooperation, the analysis of network orientation is the core of network, which also points out the direction for future research.

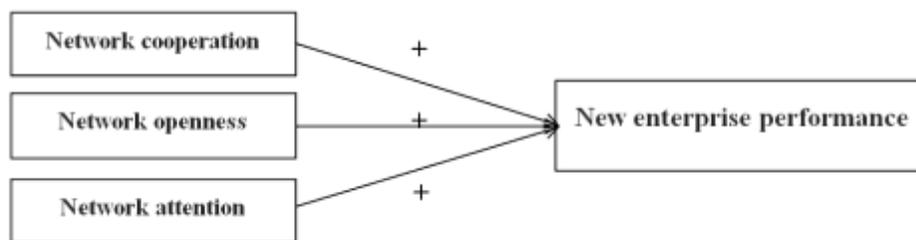


Figure 1. Two or more references.

Network oriented dimensions

Network cooperation is the most fundamental attribute of network orientation, that is, the organization can gain the recognition of stakeholders by strengthening internal and external network cooperation. In the case of the new enterprise, strengthening the

network cooperation is the foundation to promote the growth of the new enterprise. The promotion of internal network cooperation is conducive to resolving conflicts among employees and promoting mutual learning and communication. The new enterprises with strong network cooperation tend to contact the external network main body actively, and carry out business cooperation to obtain the resources to achieve win-win situation. Network attention refers to the extent to which the organization's views on the subject of internal and external network relations are concerned and supported. In this article, if startups positive regard network main body to provide opinions, and pay attention to maintain and the development of online relationships. The improvement of external network awareness helps start-up market resources, industry information, improve products and services to further satisfy customer demand, improve the enterprise competitive advantage and startup performance. The positive attention to the feedback of internal and external network can help new enterprises obtain market information and industry resources, improve production mode and organization structure, and improve products and services. Enhance the competitive advantage by meeting the needs of the internal and external network of the new enterprise. The new enterprise is open to internal implementation of open management, promoting the flexible and flexible management mode. Enterprises fully consider employees' interests, implement humanized management, and encourage employees at different levels to express their opinions. The staff can freely point out the defects in the internal production mode, operation mode and management mode of the enterprise, and make suggestions for the development of the new enterprise. Opening to the outside world is an inevitable requirement for enterprises to broaden their vision and enhance their competitive advantage. By learning and absorbing new technologies and upgrading existing technologies and equipment, the start-up company constantly improves the openness of external network.

NETWORK ORIENTATION AND NEW ENTERPRISE PERFORMANCE

Network cooperation to promote the performance of start-ups

The more innovative companies promote network cooperation, the higher the enterprise performance can bring. Network cooperative stressed that the cooperation is the foundation of network oriented, actively cooperate with organization internal and external relations of enterprise, in a great help to solve some difficulties and problems at the same time, also help enterprises to establish a learning atmosphere. Network orientation and knowledge acquisition, creativity and organizational learning are inseparable. The organization and external cooperation, strengthen the enterprise to obtain knowledge and information from the outside, the cooperation within the organization promotes the mutual imitation and the dissemination of knowledge among internal employees. Enterprises emphasize the importance of communication between the members of the organization, barrier-free communication is the precondition of cooperation, at the same time using multi-channel, many means, a full range of information collection also is helpful for enterprises to carry out international cooperation. Include in-depth talks, brainstorming, team activities, etc. Network cooperation is an important embodiment of enterprise network level and the most basic characteristic of network orientation.

The attention of the network to promote the performance of start-ups

The more the start-up enterprises attach importance to the attention of the network, the opinions and Suggestions of the internal and external network, the higher the enterprise performance will be. Network attention is the degree of concern of network relationship, which refers to the degree of attention and support given by the new enterprise to the opinions and suggestions provided by the internal and external network actors. It is helpful to cultivate employees with high degree of satisfaction and loyalty, which is conducive to the development of work and improvement of performance. In terms of external relations, the newly established enterprises with a high degree of concern tend to actively engage with customers, suppliers, government departments and other subjects for feedback and adopt the reasonable opinions. For startups, focusing on external network relationships can help managers better adapt to the environment and gain relative competitive advantages and more benefits.

The openness of the network to promote the performance of start-ups

The more the start-up enterprises value the openness of the Internet, the higher the enterprise performance can bring. From the above analysis, it can be seen that the internet-oriented start-ups have more advantages in performance improvement. The organization that is inclined to actively engage in the construction and management of the relationship is represented as a cooperative team, communication and communication is smooth, and knowledge can quickly realize exchange and transfer within the organization. In the outside, it is usually in a central position, with a higher number and quality of knowledge and information. Therefore, based on the above view, this study believes that network orientation actively promotes the promotion of enterprise performance.

SUMMARY

This paper studies the influence of network orientation on the performance of new enterprise in the context of China. The classic study of past and network related articles, as well as how to apply entrepreneurial period have a systematic understanding social network, and summarizes the network guide theory, and the theory of startup performance main points. Through literature review, we find out the shortcomings of previous researches, and then put forward the necessity of this thesis. Then, based on the previous theoretical analysis, the relationship model between the network orientation and the new enterprise performance was established. The theoretical research results of this paper have enriched the research of network orientation theory and entrepreneurship theory to some extent, and also provided some Suggestions for the new practice. This paper makes some exploratory analysis on the research of network orientation and the performance of new enterprise, which has some significance, but still has many shortcomings.

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