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大学生与企业职工创业社会网络演化特征比较

彭华涛

武汉理工大学管理学院, 湖北 武汉 430070

The characteristics comparison of entrepreneurial social network evolution between college students and enterprise staffs

Peng Huatao

School of Management, Wuhan University of Technology, Wuhan 430070, China

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摘要 本文认为不同群体创业的社会网络演化特征既具有共性,又存在差异性,揭示了大学生、企业职工创业社会网络演化的关系强弱特征、结构拓扑特征、功能集成特征以及价值多元特征,构建结构方程模型并展开分组比较研究,得出:大学生、企业职工创业社会网络演化的关系强弱对功能集成不具有正向影响;关系强弱对价值多元不具有正向影响;结构拓扑对功能集成不具有正向影响;大学生创业社会网络演化的功能集成对价值多元具有正向影响,企业职工创业社会网络演化的功能集成对价值多元不具有正向影响。

关键词: 大学生 企业职工 创业社会网络 演化特征

Abstract: That the characteristics of entrepreneurial social network evolution for different groups have both commonalities and differences is pointed out, and then the characteristics of strong and weak ties, structure typology, function integration, and value diversification are displayed. Moreover, the structural equation models are established and the samples are divided into groups for comparison, then the conclusions are drawn out. During the course of the entrepreneurial social network evolution for both college students and enterprise staffs, there is no positive influence of strong and weak ties on function integration or value diversification, and there is no positive influence of structure typology on function integration. There is positive influence of function integration on value diversification during the course of the entrepreneurial social network evolution of college students; meanwhile there is no positive influence of function integration on value diversification during the course of the entrepreneurial social network evolution of enterprise staffs.

Keywords: college students enterprise staff entrepreneurial social network the characteristics of evolution

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