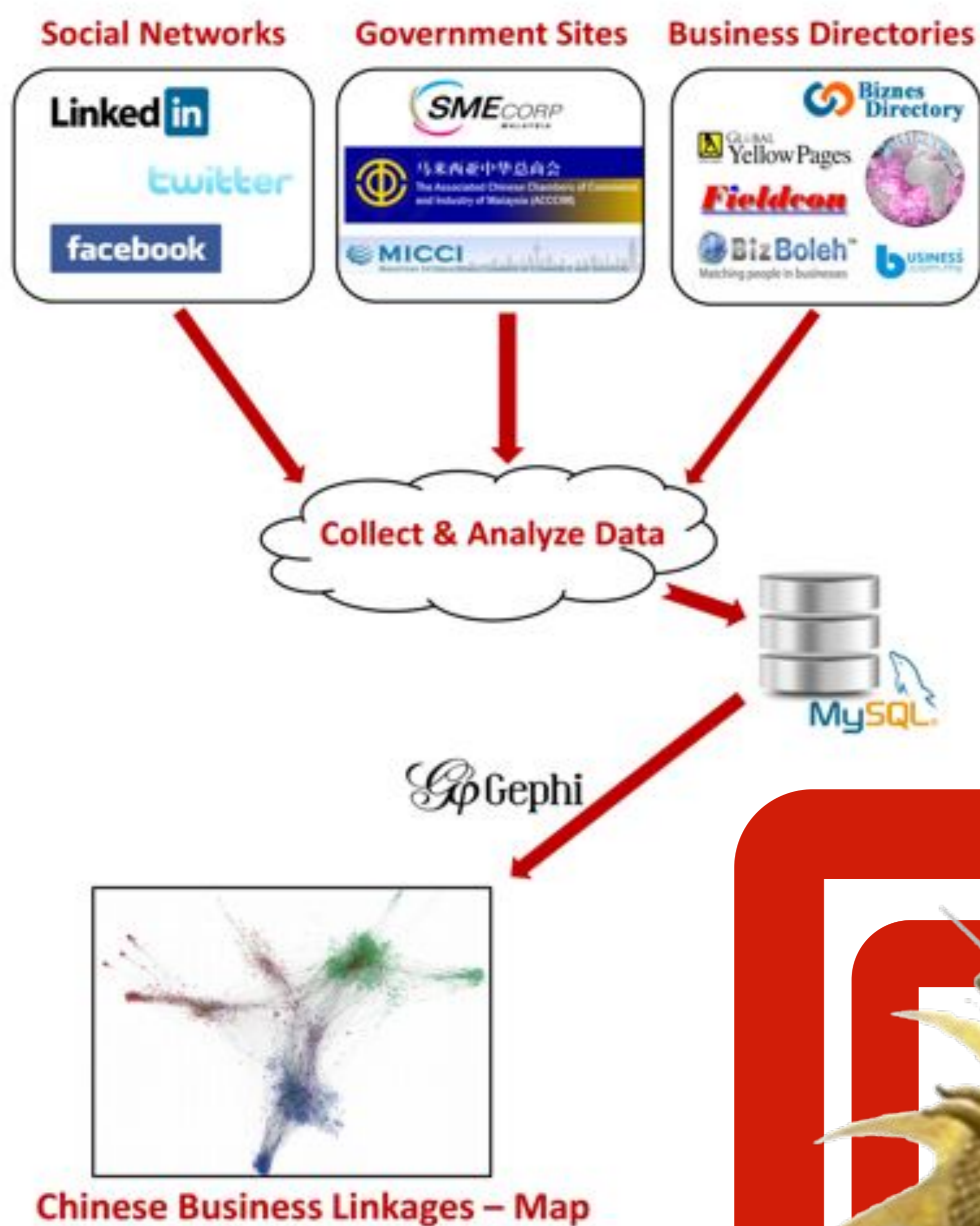


Network Capitalism: Tracing Chinese Business Linkages through Web site Analysis

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Workflow



Theory

It is argued that the success of ethnic Chinese businesses has to be explained in terms of the networking strategies of the ethnic Chinese, in particular the maintenance of close-knit and, at the same time, far-flung network relations within the worldwide ethnic Chinese 'community'.

While the argument about the Chinese networking virtuosity has come to be widely accepted, it has never been empirically tested.

We aim to test this argument by mapping Chinese network relations through linkages between ethnic Chinese business Web pages and Web page content.



First Findings

Ethnic Chinese run their business in a flexible and fluid manner:

→ Illustrated by hastily set up Web pages, disorganized layouts, spelling errors; sites are ill-maintained & quickly abandoned

The business directories indicate that the ethnic Chinese businessmen have diverse and overlapping networks:

→ To avoid a single point of failure for example through uncooperative bureaucrats

Low Web site traffic measurements and low rankings:

→ This may indicate that the Internet has not yet become a key part of ethnic Chinese businesses

→ Complicates automatic analysis

Network Analysis

We represent the linkages between ethnic Chinese businesses in a layered network based on the economic domains in which they are active.

