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Small business networks and local ties in Turkey

GÜL BERNA ÖZCAN

City and Regional Planning Department, Middle East Technical University,
Ankara 06530, Turkey

Recent on small firms has given a new importance to entrepreneurial and business networks. In recent years, it is emphasized that networks strengthen the innovative flexibility and competitiveness of small firms. This paper, however, argues that the networks amongst entrepreneurs are not always innovative and may even bring some impediments to business development. The empirical evidence of the study is based on extensive interviews with 100 small firms in Turkey. The sample is drawn from four different sectors and three medium-sized cities. This research shows that the networks amongst the Turkish small firms are governed by personal values, sectarian affiliations, family and social environment, rather than long-term business partnerships. This character of networks acts as an inertial force over technological and managerial improvements in small firms.

Keywords: entrepreneurship, local ties, networks, small firms, Turkey

1. Introduction

In recent years small business studies have given a new importance to entrepreneurial business networks. They emphasize that networks strengthen the flexibility and competitiveness of small firms. By externalizing certain functions, small businesses can readily develop business contacts and long-term relations while specializing in the local market. Entrepreneurs also satisfy client requirements by employing complementary services of other small or large firms. They obtain market information about new products, services and marketing techniques through networks (Boyson *et al.* 1993, Ash and Hansen 1995, Lounsbury 1995).

This paper, however, argues that there are two main gaps in the analysis of networks. First, current studies largely focus on the experiences of advanced economies. Therefore, there is a gap in our understanding of small business networks in developing economies. There is lack of understanding of how entrepreneurial and business networks are formed and function in peripheral economies and what the differences are between developed and backward regions. In addition, small business networks in Turkey have not been studied. Second, entrepreneurial and business networks are always regarded as synonymous for business success and innovation. However, a critical approach is needed in the network analysis in order to assess the importance of networks for business performance and innovation in different cultural and geographical contexts. Finally, many network studies fail to evaluate the role of the values and traditions of different societies that affect the formation of networks in the small business sector. Together with religious traditions, family, ethnic and religious ties are very important in the formation of business networks.

This article contributes to network studies in three ways. First, it focuses on small business networks in Turkey, a semi-peripheral economy, and relates this economy with the western European economies as much as the available literature permits. Second, the study argues that the networks amongst entrepreneurs are not necessarily innovative and may even bring some impediments to business development. The evidence from

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