



**ACADEMICIA**  
**An International  
Multidisciplinary  
Research Journal**  
(Double Blind Refereed & Peer Reviewed Journal)



**DOI: 10.5958/2249-7137.2021.02358.2**

**A REVIEW ON NETWORKING AND INNOVATION**

**Dr. Manjula Jain\***

\*Teerthanker Mahaveer Institute of Management and Technology,  
Teerthanker Mahaveer University, Moradabad,  
Uttar Pradesh, INDIA  
Email id: jainmanjula76@gmail.com

**ABSTRACT**

*The significance of corporate networking for innovativeness has been highlighted in recent competitiveness research. Until recently, there was a lack of understanding of the mechanics of this connection. This article provides a comprehensive assessment of evidence that links a firm's networking behavior to its ability to innovate. Risk sharing, gaining access to new markets and technologies, speeding products to market, pooling complementary skills, safeguarding property rights when complete or contingent contracts are not possible, and acting as a key vehicle for obtaining access to external knowledge are among the main benefits of networking identified in the literature. The data also shows that companies that do not collaborate and do not officially or informally share information restrict their knowledge base in the long run, reducing their capacity to engage into exchange partnerships. National innovation systems, in terms of the way they influence networking activity, play a significant role in the spread of innovations on an institutional level. The data presented in the article suggests that network connections between suppliers, consumers, and intermediaries such as professional and trade organizations have a significant impact on innovation and productivity. Inter-firm conflict, displacement, lack of scale, external disruption, and a lack of infrastructure are all reasons why networks fail. There are many gaps in the literature that need to be addressed, according to the study. For example, further research on the link between networking and other types of innovation, such as process and organizational innovation, is required. In the same way, we need a deeper knowledge of network dynamics and configurations, as well as the involvement of third parties like professional and trade organizations. Our research emphasizes the importance of multidisciplinary research in these fields.*

---

**KEYWORDS:** *Innovation, Networking, Business Networking*

---

**REFERENCES**

1. R. Taddeo, A. Simboli, G. Ioppolo, and A. Morgante, "Industrial symbiosis, networking and innovation: The potential role of innovation poles," *Sustain.*, 2017, doi: 10.3390/su9020169.
2. I. Booyens, T. G. B. Hart, and K. H. Ramoroka, "Local Innovation Networking Dynamics: Evidence from South Africa," *Eur. J. Dev. Res.*, 2018, doi: 10.1057/s41287-017-0123-2.
3. E. Lambrecht, N. Taragola, B. Kühne, M. Crivits, and X. Gellynck, "Networking and innovation within the ornamental plant sector," *Agric. Food Econ.*, 2015, doi: 10.1186/s40100-014-0022-1.
4. L. Pittaway, M. Robertson, K. Munir, D. Denyer, and A. Neely, "Networking and innovation: A systematic review of the evidence," *International Journal of Management Reviews*. 2004, doi: 10.1111/j.1460-8545.2004.00101.x.
5. J. M. Lewis, L. M. Ricard, and E. H. Klijn, "How innovation drivers, networking and leadership shape public sector innovation capacity," *Int. Rev. Adm. Sci.*, 2018, doi: 10.1177/0020852317694085.
6. A. Basile, "Networking System and Innovation Outputs: The Role of Science and Technology Parks," *Int. J. Bus. Manag.*, 2011, doi: 10.5539/ijbm.v6n5p3.
7. T. Schøtt and K. W. Jensen, "Firms' innovation benefiting from networking and institutional support: A global analysis of national and firm effects," *Res. Policy*, 2016, doi: 10.1016/j.respol.2016.03.006.
8. V. Scuotto, M. Del Giudice, and E. G. Carayannis, "The effect of social networking sites and absorptive capacity on SMES' innovation performance," *J. Technol. Transf.*, 2017, doi: 10.1007/s10961-016-9517-0.
9. T. Gajdošík, Z. Gajdošíková, V. Maráková, and K. Borseková, "Innovations and networking fostering tourist destination development in Slovakia," *Quaest. Geogr.*, 2017, doi: 10.1515/quageo-2017-0039.
10. Tajudin, "External Networking on Innovation in Malaysia's Construction Industry," *Jkr J.*, 2017.