TRANSPORT INNOVATIVENESS THROUGH BUILDING NETWORK RELATIONS

Summary

Contemporary transport industry is a complex phenomenon not only from technological but also organisational and social point of view. Transport policy makers and managers at all levels of transport system have to face the problem of effective delivering value to customer, or in a broader sense to transport system stakeholders. Traditional model of management based on formalisation, division of work and direct control is no longer efficient. The new approach supporting innovativeness, flexibility and informal relations based on partnership and trust is required.

Innovativeness is considered to be an important source of value and building and developing network relations is one of numerous ways to be innovative. Network in transport can be defined on infrastructural, social and organisational levels. Social network is a group of stakeholders, strongly tied in a specific way, having key resources (i.e. knowledge), sometimes with conflicting objectives. Organisational level network is a new type of transport organisation based on relationships between partners in a network.

Building and developing network relations in the transport industry is an important factor influencing the level of innovativeness and facilitating knowledge acquisition embedded in a network. Relationships and management of interactions facilitate knowledge exchange and is a crucial driver of synergy and value for stakeholders. To improve the level of innovativeness transport organisation should be able to establish and cultivate network relations, to take advantage of network structure and its relative position in a network (e.g. degree of centralisation, closeness, betweenness) and should be aware the role network relations play in delivering value to stakeholders.