

### SOCIAL NETWORK ANALYSIS: INTRODUCTION AND USE CASES BEYOND SOCIAL MEDIA

Social Network Analysis (SNA) is an investigative process that helps us understand how information, ideas and decisions flow through an organization or community and how these networks influence combined outcomes utilizing network and graph theory concepts.

Explores the behavior of individuals at the micro-level, their relationships (social structure) at the macro level, and the connection between the two

Uses several methods and tools to study the relationships, interactions, and communications in a network

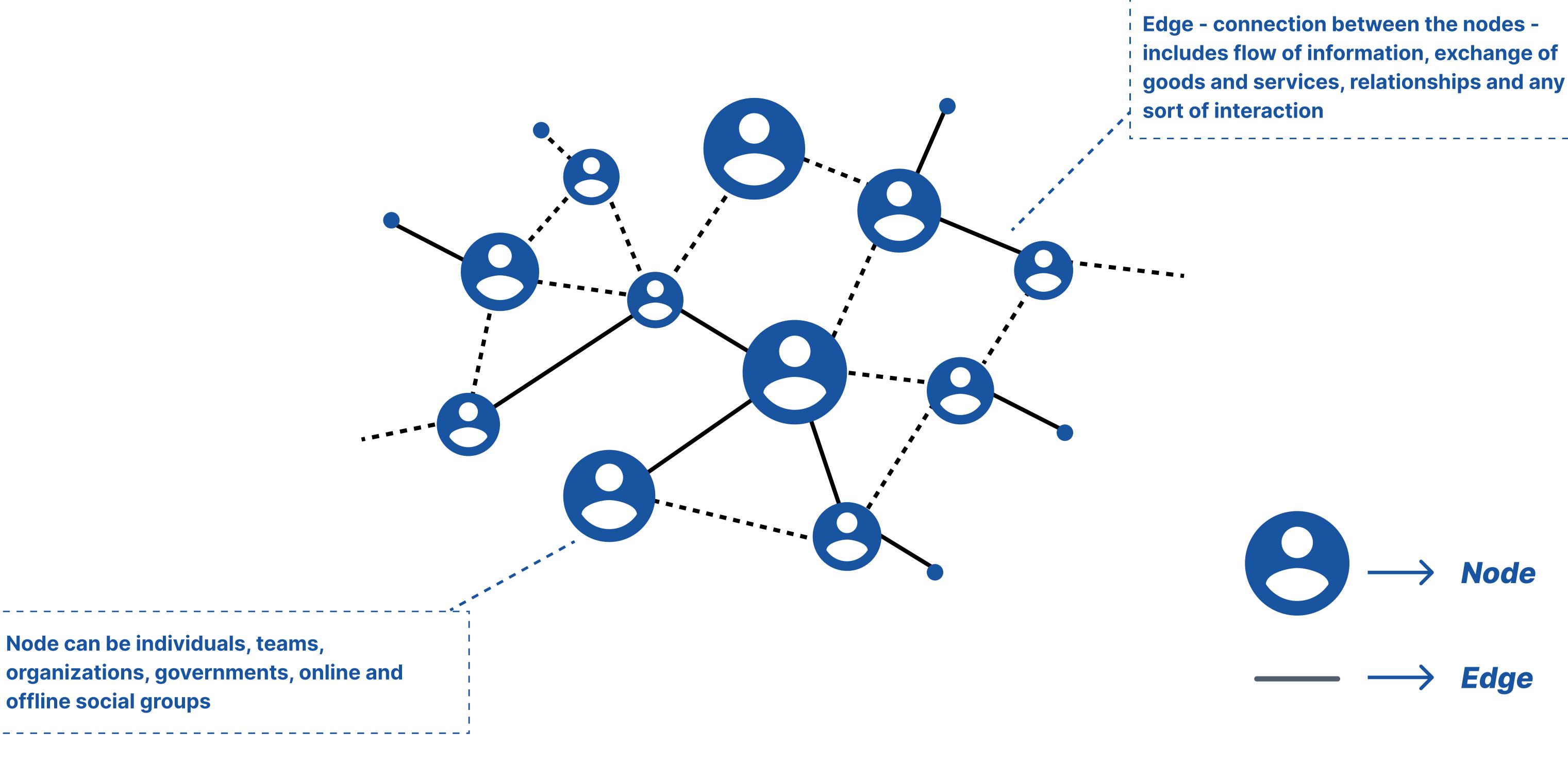
## SNA

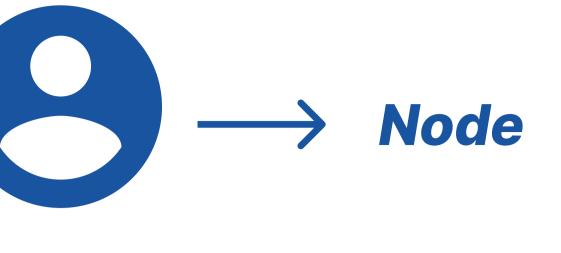
Key to procedures and initiatives involving problem-solving, administration, and operations of that network

Commonly used approach for:

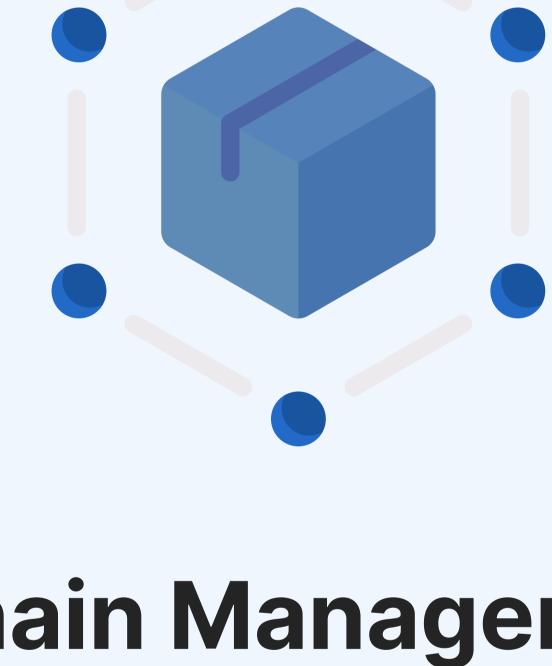
- Analyzing interpersonal connections on the internet due to the boom of social media networking.
- Any application that can be modeled as a network

The basic entities required for building a network are the Nodes and the Edges connecting the nodes.





# REAL-WORLD USE CASES OF SOCIAL NETWORK ANALYSIS:



#### A supply chain can be modeled into a network of

supplier/consumer relations. SNA helps:

#### Improve the operation efficiency by

nodes Identify any bottlenecks in the supply process and inventory management

identifying and eliminating less important





#### Activities HRM can use Organizational Network Analysis

(ONA) to:

Guiding Human Resources

• Identify critical resources and understand

• Optimize talent connections, productivity,

their contribution to the organization

and utilization



#### SNA helps: • Identify and isolate individuals and groups

with high betweenness and out-degree centrality (transmitters of disease)

connections.

to mellow the impact

• Implement sound contact tracing activities



# Finance-related Fraud detection

#### loosely connected to each other.

Fraud is often organized by groups of people

SNA can be used: • To identify customers who may have

relations to individuals or organizations on their watchlist (network) and take

- precautionary measures To deny access to potential hacking networks, identify a fraud ring, and series of money transactions that could be linked to Money Laundering activities
- As a Business Leader you will have to make many critical decisions regarding effective employee performance, supply chain management, and eliminating bottlenecks in an operation process, contact tracking, credit risks, and several other use cases.

• SNA has immense potential to elevate existing analysis, given there is information flow and

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