



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

20 January | 4-6 pm

KIP | INF 227 | room 3.404



GUILLAUME FAVRE

Mr. Favre has been doing graduate studies as well as his PhD in sociology at the University Paris-Dauphine after having completed his undergraduate studies in economics at the University of Toulouse. Concentrating on economic sociology, social network analysis, organisational behaviour and valuation studies, he particularly analyses the role of trade fairs in the globalisation of markets by using social network analysis of informal flows of information between attendees of a trade fair for television programmes in Africa.

Face to Face Meetings and Globalisation: Networks and Collective Learning in a Trade Fair for TV Programmes in Sub-Saharan Africa

This presentation analyses the social construction of a market for TV programmes in Sub-Saharan Africa based on the study of a trade fair where buyers (TV channels, distribution intermediaries) and sellers of TV programmes (studios, distributors, independent producers) can meet and negotiate deals. Having studied this event for three years in order to collect data on the informal information exchange networks between attendees, this research seeks to understand the trade fair's role in the transformation of the African TV programmes market and its integration into the global one, as well as how trade fairs attendees learn from each other and define market values, norms and rules.



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