



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

21 January | 12-2 pm

KIP | INF 227 | room 3.404



## JULIEN BRAILLY

After having finished his undergraduate studies in economics and management at the ENS Cachan (Université Paris-Sorbonne/Université Paris-Sud), Mr. Brailly has been doing his graduate studies as well as his PhD in sociology at the University Paris-Dauphine, concentrating on economic sociology, social network analysis and temporary events. He currently works in research projects modelling the complex dynamic of multi-level social networks and analysing the informal flows of information between attendees of a trade fair for TV programmes in Central and Eastern Europe.

## Embeddedness as a Multilevel Problem: A Case Study in Economic Sociology

Despite the fact that economic sociology has established the interdependencies between economic and social structures, research usually treats inter-organisational commercial networks and inter-individual informal networks separately. This talk, however, uses a multi-level framework to jointly analyse both levels, the economic networks between firms and informal networks, as well as between their members. Based on a network study of a trade fair for television programmes in Eastern Europe it is shown that the two levels, while having their own specific processes, are partly nested, emerge in different contexts and are diachronically related – suggesting the importance of this dual positioning.



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