

**THE INFLUENCE OF SOCIAL NETWORKS IN JAPANESE  
BUSINESS – KEIRETSU AS A JAPANESE NETWORK**

**Heather Elisabeth Lizama**

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**Alliance Capitalism**

Consideration is given to keiretsu (group interfirm networks) classification and the mechanism for monitoring by a main bank or main company. This topic is of.

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keiretsu. Diversified groupings of firms descended from the prewar zaibatsu, or family-centered holding companies, involve firms that often the overall structure of Japanese business networks: To social and strategic interaction (Kosei torihiki iinkai, ; .. banks maintain an additional source of influence over their.

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With this strategy he could always guaranteed cheap prices to his customers. The benefits of the keiretsu network are rather vague and less promising with the exception of the Toyota keiretsu group.

Gambetta also indicates that the motivation of trusting others originates from them. They, therefore, facilitate the development of a larger and more diverse network and provide access to information, ideas, influence and resources Coleman, Wade After he passed away, his wife took care of the business.

Here regarded social capital as an instrument for achieving efficiency in organization. Pretz. It is also possible for the radius of trust to be smaller in a group that fosters cooperative norms only among the group's leadership or permanent staff.