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## **THE EFFECT OF TIE-STRENGTH ON ORGANIZATIONAL LABOUR SEARCH**

In his seminal 1973 article, Mark Granovetter brought forward the idea of tie-strength in an attempt to reconcile micro and macro perspectives of social network theories. Citing the fact that most previous studies had examined strong-ties and how they relate to dyads or friendship networks, Granovetter chose to investigate the potential effects of weak-ties on social networks. This paper will review the basic ideas around weak-ties versus strong-ties and discuss how Granovetter's argument about the effect of weak-ties on job search can be applied at the interorganizational level in an organization's search for labour.

An organization's performance is thought to depend on how well it manages its ties and position in a network (Gulati et al., 2005). Considering that interorganizational network research also uses the concept of tie-strength when discussing dyadic interorganizational ties, this study looks directly at organizational ties between the focal organization and organizations providing human resource related functions (temporary services, recruiting, head-hunting/poaching, etc.), using employees as the value-added resource in the transactions.

It is suggested that simple knowledge (on standardized labour) is best transferred through weak-ties while strong-ties may lead to quicker information exchange and search behaviours if knowledge is complex (on upper-level or unstandardized labour). This line of research is of importance both practically, given challenging labour markets, and theoretically, as it makes several incremental advancements originating from Granovetter's weak-ties argument. Weak-ties were found to provide job-seekers more useful information in the job search, this study hopes to find out if this is true of labour-seekers (organizations) in the labour search.