

# Applied Social Network Analysis With R: Emerging Research and Opportunities

Part of the Advances in Computer and Electrical Engineering Book Series

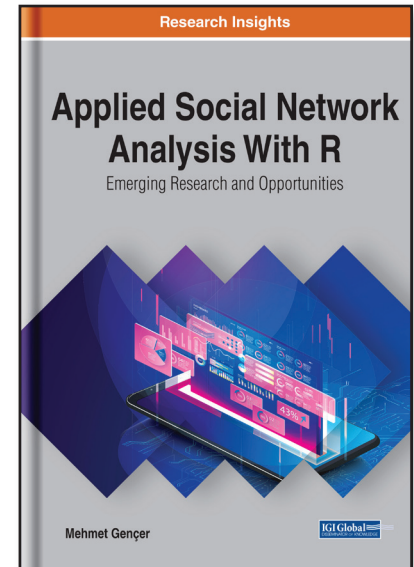
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## Description:

Understanding the social relations within the fields of business and economics is vital for the promotion of success within a certain organization. Analytics and statistics have taken a prominent role in marketing and management practices as professionals are constantly searching for a competitive advantage. Converging these technological tools with traditional methods of business relations is a trending area of research.

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is an essential reference source that materializes and analyzes the issue of structure in terms of its effects on human societies and the state of the individuals in these communities. Even though the theme of the book is business-oriented, an approach underlining and strengthening the ties of this field of study with social sciences for further development is adopted throughout. Therefore, the knowledge presented is valid for analyzing not only the organization of the business world but also for the organization of any given community. Featuring research on topics such as network visualization, graph theory, and micro-dynamics, this book is ideally designed for researchers, practitioners, business professionals, managers, programmers, academicians, and students seeking coverage on analyzing social and business networks using modern methods of statistics, programming, and data sets.



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## Topics Covered:

Business Networks  
Data Sets  
Evolutionary Algorithms  
Graph Theory  
Micro-Dynamics

Network Visualization  
Non-Local Centrality  
R Programming  
Social Embeddedness  
Social Media Analysis

**Subject:** Computer Science and Information Technology

**Classification:** Research Insights

**Readership Level:** Advanced-Academic Level (Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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