Social Network Analysis for Chiang Mai's Real Estate Management

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Abstract

Chinese investors' increasing interest in Thailand's real estate market, fueled by China's One Belt, One Road Initiative, highlights the critical role of real estate agents as intermediaries who utilize intangible knowledge to bridge information gaps between buyers and sellers. By enhancing market efficiency and fostering better transaction outcomes, these agents contribute significantly to the market's performance. Operating within a competitive landscape, real estate agents in Chiang Mai acknowledge the importance of knowledge sharing among peers as a means to improve overall industry outcomes. This study employs Social Network Analysis (SNA) to quantitatively examine knowledge transfer dynamics among real estate agents in Chiang Mai, focusing on key network characteristics such as size, structure, density, centrality metrics, and cliques. These analyses uncover the mechanisms driving collaborative knowledge dissemination. To enrich these findings, open-ended interviews guided by the SECI model are conducted with experts and key actors, providing qualitative insights into the complexities of the knowledge transfer process. The research develops a comprehensive knowledge transfer framework that underscores the importance of diverse knowledge types, adaptable transfer methods, and critical enablers such as trust, work experience, and social relationships. This framework reveals the intricate interplay of these factors in fostering effective knowledge exchange. By offering valuable insights into knowledge management practices within Chiang Mai's real estate industry, this study contributes to a deeper understanding of the sector's dynamics. The findings inform the development and validation of a robust knowledge transfer framework, paving the way for further research to enhance knowledge exchange and drive market efficiency.

Keywords

Social networks, knowledge transfer, UCINET, NetDraw, real estate.