



PROFESSIONAL NETWORKING TO INCREASE ATTRACTIVENESS OF PROFESSIONAL TRAINING ACTIVITIES

NETWORKING

"Individuals' attempts to develop and maintain relationships with others who have the potential to assist them in their work or career" (Forret and Dougherty, 2001, p. 284).

Networking activities: going to lunches, joining industry or professional associations, taking an active role in community projects, and engaging in athletic activities with clients, bosses, and peers (Bongiorno & Hof, 1993; Kleiman, 1980, 1994; McDermott, 1992; Richardson, 1994; Roane, 1993; Sonnenberg, 1990).

Benefits of networking: increase in salaries (Gould and Penley, 1984) and promotion rates (Luthans et al., 1988; Michael and Yukl, 1993) through increased visibility and new partners and projects.

Research questions:

RQ1: Can networking activities contribute to increase the attractiveness of professional training activities?

RQ2: If so, what is the profile of the profesional potentially interested in networking activities?

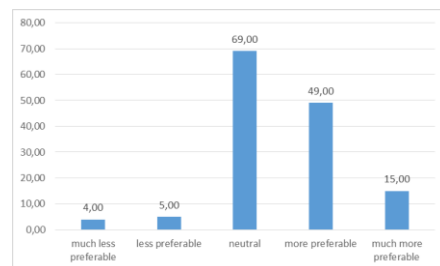
METHOD

- Online survey to active professionals who take part regularly in professional training activities and events
- 142 respondents in Valencia (Spain)
- Descriptive analysis and linear regression

SAMPLE CHARACTERISTICS

Variable	N	%
Profile in social profesional networks		
- Yes	30	21.0
- No	113	79.0
Gender		
- Male	74	51.7
- Female	69	48.3
Age		
- 18-30	7	4.9
- 31-45	41	28.7
- 46-60	85	59.4
- Older than 60	10	7.0
Position		
- Manager	46	32.2
- Intermediate position	30	21.0
- Employee	22	15.4
- Independent profesional	45	31.5

RQ1 → In comparison to similar profesional training activities, an event offering networking opportunities is preferred by 45.1% of respondents



RQ2 → Professionals willing to participate in training activities offering networking opportunities are aged 18-30 and participate regularly as speakers in conferences and workshops (no differences in gender, industry, firm size or position)

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