

Business Card Exchange and Firm Performance Development

--Taking IT firms in Chinese New OTC market for example

Research-in-Progress

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Abstract

Business card plays an essential role in the development of modern business community. It can be seen as a tool of informal relationship between different firms, helping firms to get more customers and have intimate communication with customers. What is special about business card is that it is not limited to formal contract relationships between firms. It can be used between different managers and employees in different firms as well, which is informal and casual. After the wave of digitalization swept all the industries, business card is also digitalized as a communication tool in SNS. It is possible to use the information of business card exchange as a suitable proxy for the informal relationship between firms. This article uses a database about business card exchange, categorizing the different informal relationship types according to the card holder characteristics. Finally, we make an inference about the relationship between various types of business card exchange and firm performance. To enhance the robustness of our result, we take the development periods of the firm and some other control variables into consideration. This paper can give more promising thoughts to digitalized business card and card exchange between firms in practice.

Keywords: Business Card Exchange, Informal Firm Relationship