

# Face-to-Face and Digital Networking in Business

<sup>1</sup>S M Nazmuz Sakib (Orchid- <https://orcid.org/0000-0001-9310-3014>) ([sakibpedia@gmail.com](mailto:sakibpedia@gmail.com))



## <sup>1</sup>Author Biography

S M Nazmuz Sakib is an eLearning expert and done more than 500 MOOCs or Massive Open Online Courses and experienced as an instructor in sites like Udemy. He has completed his BSc in Business Studies from School of Business And Trade, Switzerland with CGPA 4 in the scale of 4 and 97.06% grade marks on an average. He is also a certified Google IT Support Professional, Google Data Analytics Professional and IBM Customer Engagement Specialist Professional.

<sup>1</sup>Graduate of BSc in Business Studies, School of Business And Trade; Pilatusstrasse 6003, 6003 Luzern, Switzerland

<sup>1</sup>Student of BSc in Civil Engineering, Faculty of Science and Engineering, Sonargaon University; 147/I, Green Road, Panthapath, Dhaka

<sup>1</sup>Student of LLB(Hon's), Faculty of Law, Dhaka International University; House # 4, Road # 1, Block - F, Dhaka 1213

<sup>1</sup>Student of BSc in Physiotherapy, Faculty of Medicine, University of Dhaka; Nilkhet Rd, Dhaka 1000

## **Abstract**

According to the business world, despite its power, the digital network can never replace the face-to-face network. While digital networks claim to achieve similar goals, they are no substitute for the person-to-person interaction that individuals need to form more meaningful relationships with real-world entities. business entity with credibility, integrity, and loyalty, all of which are important characteristics. But digital networking is a powerful tool for establishing brand visibility and social capital.

Keywords: Networking, Face-to-face, Business intelligence, Business Strategy.

## **Introduction:**

The goal of this research was to look into the benefits of networking for businesses in terms of achieving achievements that go beyond the capabilities of a single firm, creating jobs, and growing in local market. The purpose of this research was to examine into the networking practices in businesses, and also states the benefits and challenges of the different type of networking. Business relationships are built, according to the contributors' perspectives, for the aim of attaining a dominant position in particular market. Various forms of business networking for building business relationships were identified, including revenue, availability of resources, and improved productivity. Later part of this research reflect on the professional development and also state the findings of this research in form of summery.

## **Business Networking:**

Networking is all about staying in touch and interacting with people for mutual benefit. Business networking is the act of developing a mutually beneficial trade connection with several other corporate executives and potential clients or customers (Jhon, 2016). Business networking advantages are the substantial benefits of interacting with other specialists in or linked to particular industry. It can assist you in starting a new company or expanding an existing one. One can also utilize networking to locate sponsors, clients, employees, vendors, and business associates for your company at a low cost. Face-to-face networking is possible at social gatherings, seminars, and industry groups. You may connect online as well, using digital sites like LinkedIn and Facebook. More the channels that can connect you to business entities, the better equipped your organization will be.

Internal and external interactions define networking, which are diverse and complex. Human bias is unavoidable in business, thus human ties must be nurtured and pursued continually (Ford et al, 2003). Business networking is a technique that necessitates administration with specific applications in a variety of situations. A large and healthy interaction networks base, recurrent activities, achievements far beyond capabilities of a single organization, employment creation, and availability of information and possibilities are all benefits of this approach (Baker, 2000).

### **Benefits and Challenges of Face-to-Face and Digital Networking:**

Despite digital networking is strong, but it will never substitute face-to-face networking, according to the business community. That all said, you can discover dozens of literature on right now discussing how digital networking is increasingly regarded as the major mode of connection for corporate executives. Therefore, there is also a challenge for business community that how they strike a balance between the two without compromising clarity or being updated? Although all ways of networking have their advantages and disadvantages, there is indeed a perfect moment and place for each (Ward. 2021).

It is more convenient to communicate via digital technology. Internet media (email, LinkedIn and Instagram) leads to fast and instant interaction while simultaneously recording the discourse for future reference. There's no need to keep asking individuals to repeats conversation. Face to face communicate is tough due to schedule constraints and physical distance. In today's dispersed businesses, team interaction has become increasingly unusual (Reich et al, 2012). Even though individuals operate in the same branch, getting face to face meetings time with colleague can be challenging, particularly if they're preoccupied with responding to emails or engaging in lengthy videoconferencing.

Face-to-face interaction is actual human engagement, enabling users to talk, openly debate concerns, and collaborate. Although it can be claimed that digital networking achieves the same results, this is a poor substitute for the interaction between people that individuals require in order to establish a more meaningful relationship with others business entities with credibility, integrity, and loyalty—all of which are important characteristics (Reich et al, 2012). Furthermore, nonverbal signals can be used to measure reactions to thoughts and viewpoints in real-life interactions, but

internet communication is typically emotionless. Text messages and emails, which are prone to shortness, often lack the personal touch required for connection building.

Face-to-face and digital interactions both seem to have benefits and limitations in terms of productivity. When instructions, objectives, and desires are transmitted accurately and directly, digital interactions are deemed more efficient. A 20-message email conversation, on the other hand, just creates confusion and irritate those concerned. While out-of-control email discussions are often better settled in a ten minute face-to-face encounter. When effectively facilitated, face-to-face meetings may be stimulating, more engaging, and effective; yet.

Hybrid meetings increase the power of in-person gatherings by linking presenters with remote listeners and offering a virtual view into the on-site engagement video conferences, and Screen sharing. This progress in virtual communication reflects an increasing desire to use technology to facilitate human engagement. Hybrid meetings provide advantages such as allowing remote speakers to participate, addressing a larger audience, and

encouraging interaction among attendees. But plan hybrid conferences require extra care.

### **Reflection on Networking Journey:**

It is advantageous for individuals to retain professional and personal relationships with their colleagues in a field focused on enhancing the health of society as a whole. According to some studies, business networks can be divided into three categories: operational, personal, and strategic. Each has its purpose, functionality, and appearance. Operational networks continue to improve a collective's effectiveness and usability. They usually comprise of internal interactions within an organization. Personal connections, which are made up of interactions from different places, are used for self - improvement and also to connect with useful people. Internal and external strategic networks are responsible with addressing future concerns, setting objectives, and gaining industry cooperation. Internal blind spots and discrimination, concerns of mobility, and exclusivity are all pros and cons of any technique. All three forms of networking connections help public health workers, however strategic networking are the most essential in the health industry in general, and motivating experts to cooperate for bigger,

common goals related to public health. Despite the fact that networking takes place frequently online, the value of global health meetups cannot be underestimated. Face-to-face networking allows for a faster interaction and, depending on the circumstances, may be more meaningful for both sides. Conference halls, workplaces, and even strategic venues provide opportunities for networking (Garton et al., 1997). In different countries health sector now more rely on digital networking. Patients' awareness of their situation and self-care behaviors are heavily influenced by how healthcare providers interact with them. But health care personnel in different countries don't know how to properly address the patient emotion because they lack interpersonal skills.

Both face-to-face and digital network have its own benefits. If patients choose quickness over a face-to-face contact, or if patients choose to research their illnesses issues rather than seek counsel from us, the nature of our connection will undoubtedly change. In some cases, it appears that computer displays have taken the place of our attentive ears and curing hands. Patients can browse the Internet, but Internet cannot diagnose, relate with, or treat for them in the same way that we can. However, the availability of internet

health information and a lack of personal interactions with patients may have worsened misunderstanding and misplaced expectations in health sector. As doctors, they must remember that their role is to be thoughtful and compassionate listeners, as well as accurate diagnosticians and effective caretakers. Whenever it comes to networking optimization, healthcare organizations have always had a difficult time. After all, healthcare practitioners expect interconnection, and if medical professionals don't have timely access to the information they require, just whenever they need them, patients' livelihoods could be endangered. And healthcare sector many countries lack the effective network to transfer the instructions between coworker.

### **Kolb's Learning Theory:**

Researcher use the Kolb learning theory to reflect on networking in healthcare sector which was developed by David Kolb in 1984 (Kolb et al, 1984):

### **Experience:**

In above discussion, researcher noticed that healthcare sector lack of strategic networking that is necessary to establish credibility, visibility, brand awareness and social capital.

**Reflection:**

Because they lack interpersonal skills, health-care workers in various nations are unable to adequately handle patient emotion and due to long duty hour's healthcare personnel don't have a digital visibility that increases the degree of networking.

**Generalization:**

Lack of interpersonal and online visibility are the essential factors that limit the face-to face and digital networking in the healthcare sector.

**Action:**

Healthcare personal need to reflect on their personalities in order to identify their strength and weakness that restrict them to foster their interactions. And they need to work with proper strategic plan so that can get time to establish their online visibility.

**Challenges and Achievement in network Journey:**

Heather Townsend states the four ingredients of networking which are Credibility, visibility, Your Personal Brand, and Social Capital. Credibility is a tough qualitative attribute to define since it implies something different to other individuals (Meakin, 2021). One who is reliable, in my opinion, is one who has gained a reputation as one who follows through on all of their promises. You

must be visible to others in addition to being excellent at what you are doing. It's what somebody we used to work alongside referred to as 'top-of-mind' visibility. When everyone in network sees or hears about our prospect, they immediately think of us. It has been easier to get visibility with more individuals because to online networking, but it's become more hard to sustain visibility with the customers who are likely to assist us establish credibility as a business (Meakin, 2021). Our healthcare sector face some challenges to create credibility and visibility. Most of our healthcare staff is inconsistent in their doing so the patient prefer to get online information. But we can overcome this issue using face-to face networking. Because face-to-face interact help the healthcare staff to understand the emotions of patients which help them to win credibility (Gruszczyński, 2005).

When forming a network, the primary goal should be to create one that supports one's own career objectives and business objectives. A strategic network's emphasis should not simply be on forming and keeping strong ties; weak or distant partnerships are also vital in health sector. In financial terms, products, or labor, or expertise of these particular items, each relationship provides large or limited amounts of social capital to

the relationship (Garton et al, 1997). Stronger connections, on the other hand, are more inclined to share assets, whilst weaker connections have access to a wider range of resources (Garton et al., 1997). In today's modern world, through the digital interaction we can easily establishing and maintain visibility and can earn the brand value and social capital which add fuel to the business functioning. Highly technical and skilled personnel are connected through digital networking and other digital applications in the networked structure that can individually contribute to the effective execution of the complicated task (Larsson & Lundberg, 1998).

### **Professional Development Plan Including SMART target:**

Professional development plan assist you in determining your present career status as well as your long-term objectives. SMART target of professional development plan is to apply all the instruments that increase your interaction and quality of relationship with others (Barter, 2017). Most people believe that networking is similar to gambling and tossing a coin and expect to sit beside the appropriate people, or attend the appropriate event and meet a nice person. Factually incorrect! Networking must be purposeful, with defined goals in mind, so people

understand why you're investing time and resource in networking specific individuals or attending specific events. There are some suggestions to gain excellent networking objectives.

In today's marketplace, networking seems to be more essential than before. You can build custom bonds with clients who might provide value to your business tomorrow. This is due to the fact that people want to do business with individuals they can trust. To build custom relation you need to word on your interpersonal skill like emotional reasoning, self-awareness and resilience behavior. These interpersonal skill can also assist you in expanding your understanding of the industry you wish to work in and provide referrals as you apply online.

As you start your professional development and make relations with individuals in your business or your target field, you will notice that every single potential employer has abilities that are comparable to yours (Stockholm, 2016). Having and marketing your own branded is the differentiator that will set you apart. Take a little time to examine yourself and make a list of all the traits, knowledge, and talents that are relevant to your job, as well as how your particular abilities might benefit you to build

your relationships. Digital appearance and visibility help you to create brand awareness that can help to you to achieve your SMART targets.

### Summary:

Researcher can state that both face-to-face and digital encounters appear to have advantages and disadvantages. Despite its strength, digital networking will never be able to replace face-to-face networking, according to the business world. Although digital networking claims to accomplish the same targets, it is a poor substitute for the interaction between people that individuals require in order to form more meaningful relationships with others business entities with credibility, integrity, and loyalty all of which are important characteristics. But digital networking is a powerful tool to establish brand visibility and social capital.

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