

**HCU**

**HafenCity University**  
Hamburg

University of the Built Environment  
and Metropolitan Development

Mark Lorenzen

Copenhagen Business School

# Diversity and Dharma

How Social Capital and Networks shape  
Bollywood Film Production

Public  
Lecture

June 04, 2014  
18:00

HCU Hamburg  
R 2.101

Überseeallee  
16

Creative business is a people business - and Urban Studies have frequently illustrated that the crucial role of social networks and personal encounters is a key driver for creative industries to cluster in cities. However, little is known how personal networks actually impact creative work. Built on a mixed-method study, the talk of Mark Lorenzen makes the case by unbundling four different components of social capital and investigating their positive and negative effects on Bollywood film production



Mark Lorenzen is Professor at the Copenhagen Business School, Department of Innovation and Organizational Economics. His research covers the relations between innovation and economic organization in networks, projects, and clusters. Mark has published widely and received awards for research excellence as well as the CBS' teaching award. He is editor-in-chief of the highly ranked journal 'Industry and Innovation' and editor of the Routledge Book Studies in Industrial Dynamics and the Oxford Handbook of Creative Industries. Mark is also member of the executive committee of the DRUID Society.

Urban and Regional  
Economic Studies Group  
HCU | Gernot Grabher