



SOCIAL CAPITAL
RESEARCH

FRIDAY
JUNE 11, 2021

11AM PDT 2PM EDT 7PM BST 8PM CEST

ASSEMBLING
SOCIAL CAPITAL

ASSOCIATE PROFESSOR PAUL HAYNES

FREE WEBINAR

This presentation begins by identifying some of the weaknesses of the social capital concept and offers an approach with which to address these limitations. Using insights from the work of Deleuze and Guattari (but not DeLanda!), social capital can be retrofitted into social assemblages. This promises to give more specificity to the structure of social capital and more insight into the mechanisms through which assemblages are shaped.



Paul Haynes teaches Marketing at the School of Business and Management, Royal Holloway, University of London. His core research interests include the impact of networks and networking on innovation and marketing practices (branding, social innovation, technology, money, etc.). He previously worked at Cambridge University researching new energy technologies. Paul holds an MA from Warwick University and a PhD from Lancaster University, with a thesis on non-linear dynamics and new technologies. He has held post-doctoral positions at Trinity College, Dublin, and the Saïd Business School, Oxford University and a Lecturer position at Pembroke College, Cambridge.

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