



Chapter II

Exploring Rhizomic Becomings in Post Dot-Com Crash Networks: A Deleuzian Approach to Emergent Knowledge Dynamics

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Abstract

This chapter introduces the work of Deleuze and Guattari, particularly their notion of rhizomic becomings to the study of emergent knowledge dynamics in contexts of innovation. It shows how an analysis of rhizomic becomings can assist to explore new and emergent patterns, channelling interpretation toward the discovery of new combinations and creative assemblages in knowledge. This is exemplified by the example of a qualitative study exploring knowledge dynamics in e-business entrepreneurship since the dot-com crash. The results highlight the forging of the conditions for innovation in new combinations of lines of affect and lines of technology.

Introduction

The reader may engage with this chapter in two different modes. First, it can be approached in a social psychological mode as an exploration of the idea of networking in e-business entrepreneurship, especially of the idea of new forms of technological interaction in order to consider the issue of the emergence of new knowledge. Specifically, I have in mind the issue of networking amongst e-business entrepreneurs via communication technologies (predominantly the Internet), which specifically since the dot-com crash has brought forward new creative dynamics of interaction not captured in the ways in which knowledge dynamics is addressed in present studies. The aim is to get a better understanding of these dynamics in order to explain emergent conditions of innovation.

On a second level, the chapter speaks to a post-structuralist literature, in that it is an elaboration of the notion of knowledge dynamics as rhizomic becoming, adopting Deleuze and Guattari's ontology of non-dialectic, aconceptual difference. This elaboration moves toward a critique of the very ubiquity and endless utility of the dialectic idea as a way to address knowledge dynamics through the suggestion that its appeal may conceal moments and movements where more unexpected effects are taking place. Indeed, I suggest that there may be some twists in the knowledge dynamics of post dot-com crash networks, where some selected thoughts from a reading of Deleuze and Guattari specifically around the notions of "difference-in-itself" and "the rhizome," may lead one to read other stories than pre-offered through contemporary literature on networks and innovation.

Researching Knowledge Dynamics in E-Business Entrepreneurship

E-Business Entrepreneurship, Knowledge, and Innovation

Today, e-business entrepreneurship brings together two signs of change: advances in technological communication culture and changes in the organisation of business life centred on the management of knowledge. E-business entrepreneurship is a young business sector, roughly 10 years old. With the development of the World Wide Web¹ in the mid-1990s, new business opportunities emerged for selling products and services. The new ways to spread information

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