

# China EU Information Technology Standards Research Partnership

Support Action under European Union FP7  
Socio-economic sciences & Humanities programme,  
Objective ICT-2007.9.1, International Co-operation

## Strategies of Standardisation: responding to the globalisation of standards

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[WWW.CHINA-EU-STANDARDS.ORG](http://WWW.CHINA-EU-STANDARDS.ORG)

中国欧盟信息技术标准 研究伙伴计划

# Strategic Importance of Standardisation

- Increasingly standardisation is the forum shaping:
  - The specification of new technology
  - The ability of users to construct ensembles of technologies (interdependence of standards)
- Increasingly the development and implementation of a standard are interdependent.

# Evolution of IT Standardisation

- The importance of formal national and international standards bodies is reducing and the importance of standards consortia is growing;
- Key Issue 1: **Governance**
  - rules for membership,
  - intellectual property policy,
  - decision-making procedures;
  - licensing/business model.
- Key issue 2: **Credibility**
  - Lock-in of users
  - Commitment by significant developers
- Choices in each of these affect the **legitimacy** of the standard
- **Does the function of a standard matter anymore?**



# Globalisation of Standards

- Weakening of process based on national representation...
- Increasingly a global process of multi-national actors
- **Who speaks for a country now? How do countries determine their “national interests”?**

# Politics of Standards

- To engage or disengage...
  - **Taking a free ride:**
    - others can develop them just as well..
    - participation costs time and money...
  - **To engage**
    - Shape standards to suit your needs
    - Establish yourself as the originator of the standard
    - Access to expertise
    - Embed intellectual property in standards

# Levers of Standardisation Policy

- **For European states**
  - ?
- **For European Union**
  - Competition policy
  - Regulation
  - Research Agenda
- **For European corporations**
  - Push intellectual property
  - Pull technologies towards customer base
- **For China and Chinese corporations what are the levers?**

# All participants in standardisation consortia are equal...

- **But some are more equal...**
  - providers of resources
  - providers of expertise
  - potential large-scale users....
- **And some are less...**
  - end users
  - small firms....

# So who wins?

- **Winning Factors:**

- Large corporations with technology resources
- Corporations aligned with national state policy
- Corporations taking long-term view of technology

谢谢

Thank you

