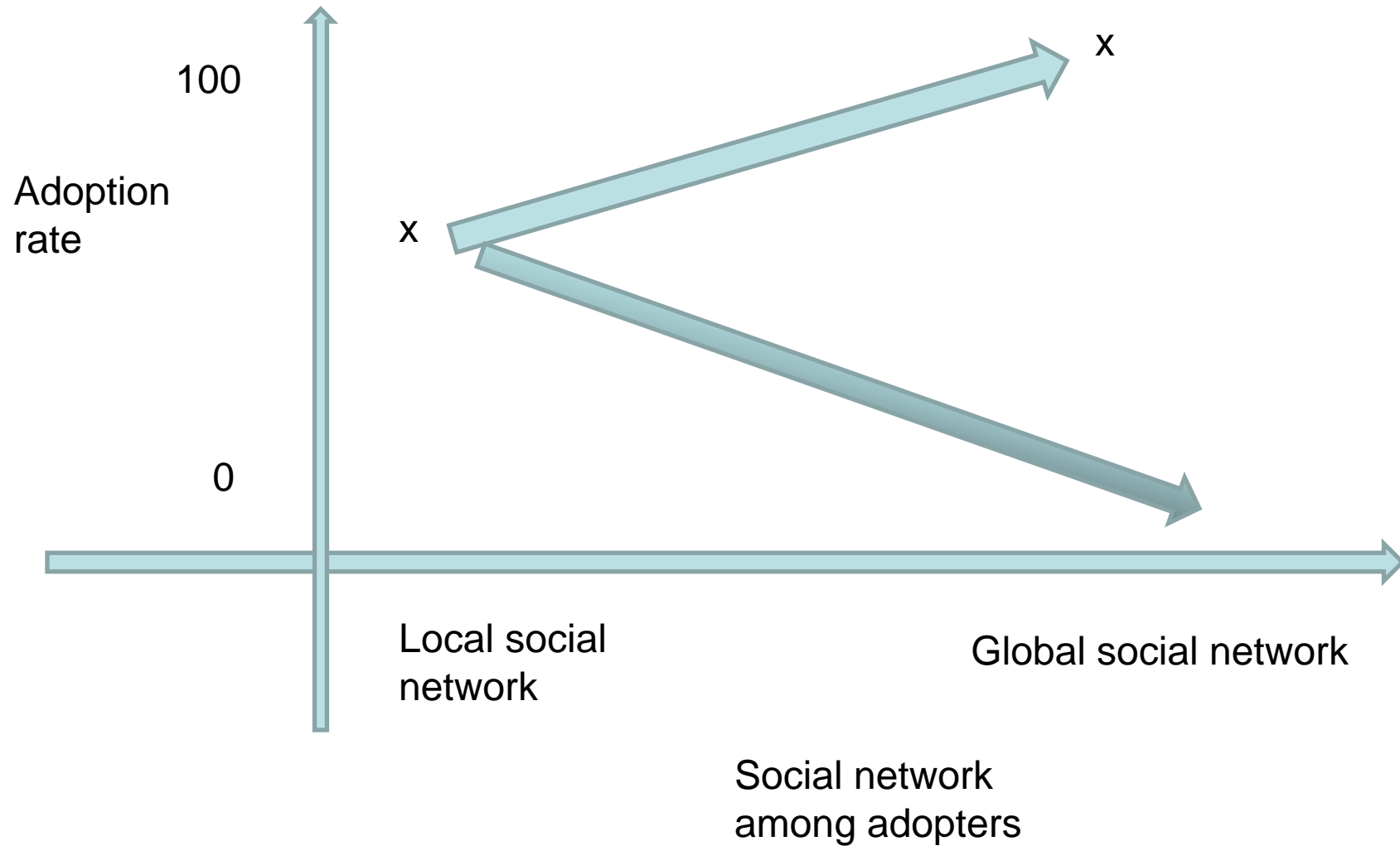


Integration of Global Agents in Local Communities: The Effect on De Facto Standardization

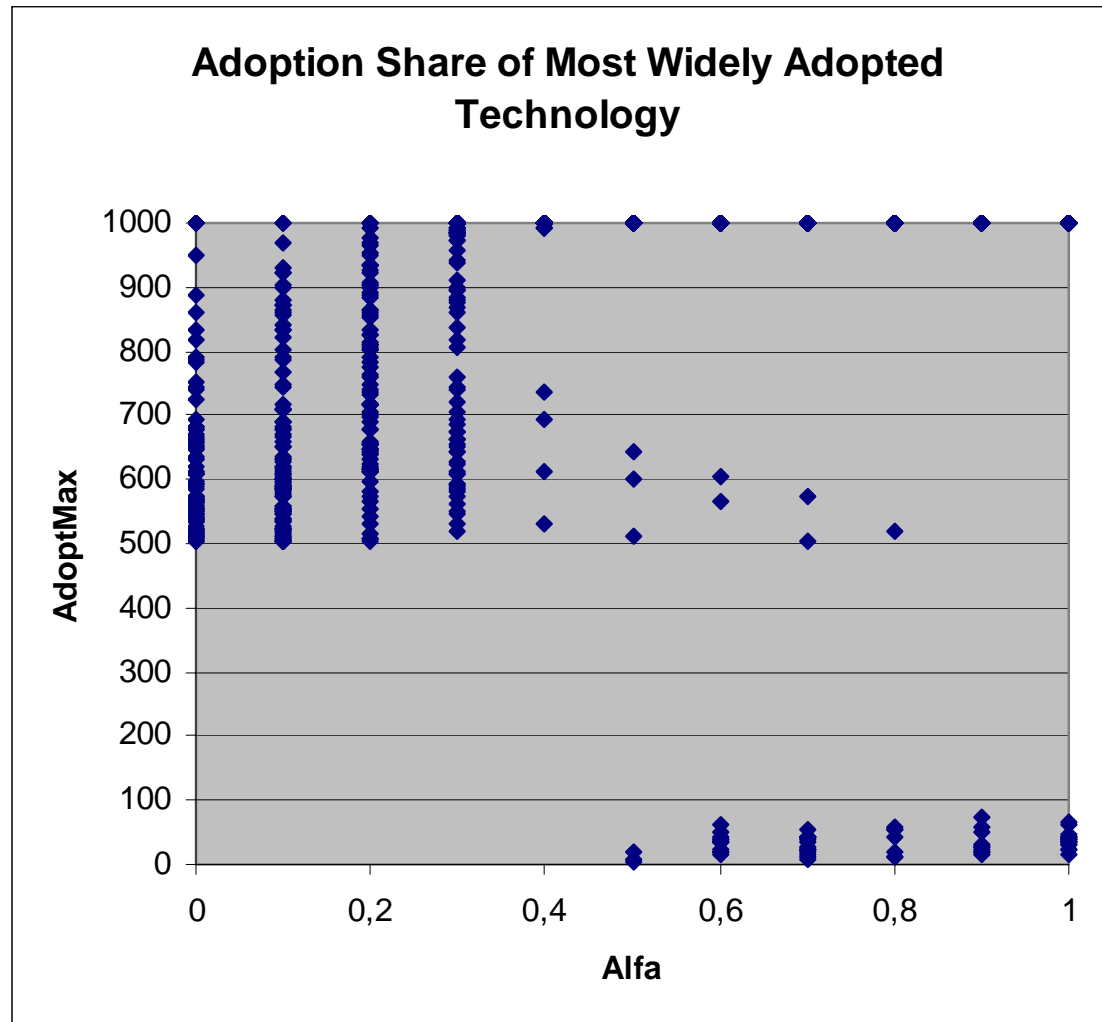
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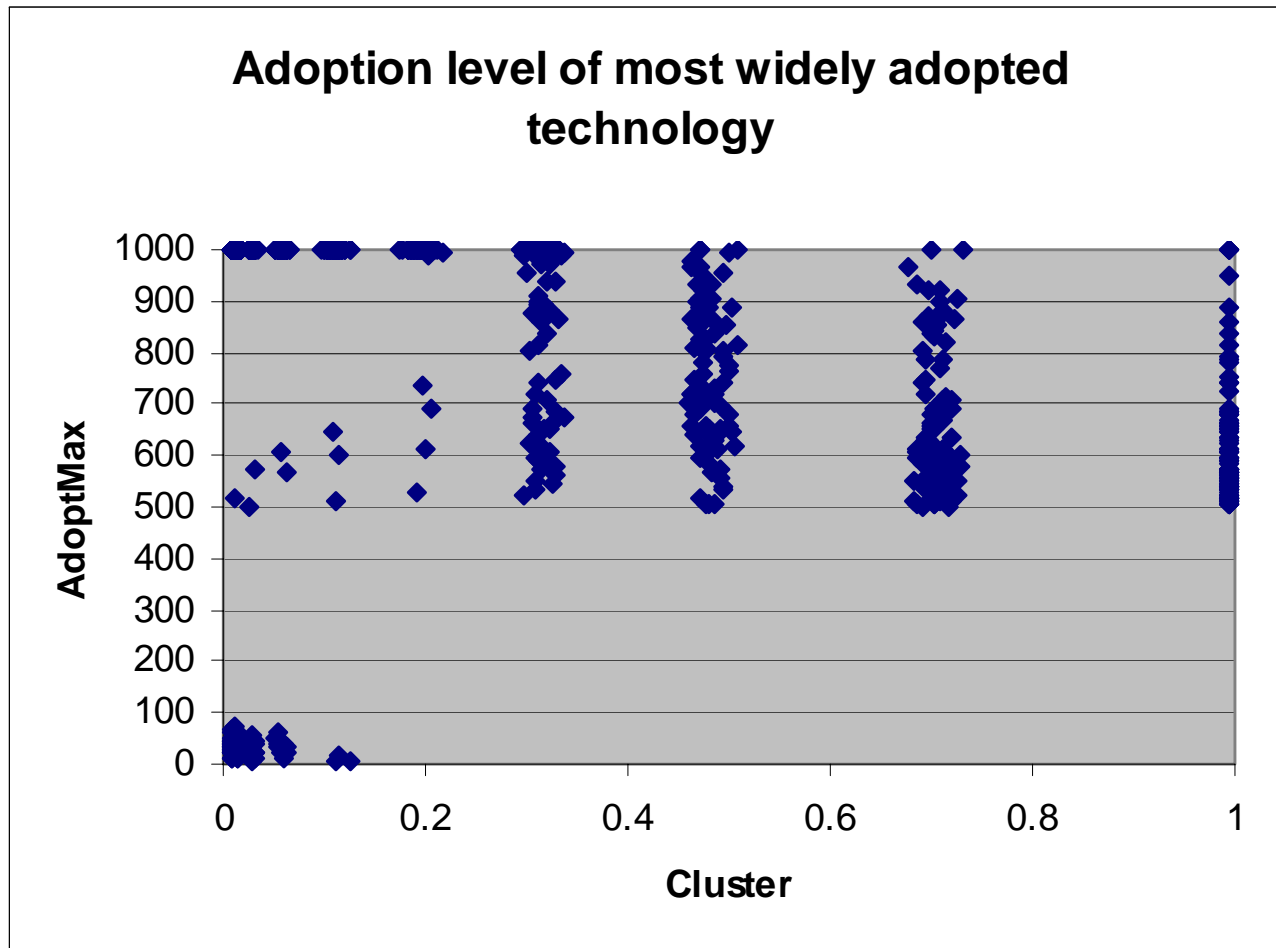
Basic Argument in Literature



Adoption Levels



Interpretation



Effect of Global Links on De facto Standardization

Average Relative Adoption Level of Most Popular Technology		Level of Pioneering Adopters	
		1 - 24	25 – 100
Alfa (share of Global Links)	0 – 0.4	0.86	0.75
	0.5 - 1	0.55	0.97