



## Programme

# 15th EURAS Annual Standardization Conference – Service Standardization –

Lausanne, 1 – 2 July 2010  
Amphimax building, Room 410

### DAY 1

08.30 – 09.00

#### Welcome

Prof. Alain Clémence, Dean of the Faculty of Social and Political Sciences, University of Lausanne.

Prof. Jean-Christophe Graz, Local Organiser, Professor of International Relations, Faculty of Social and Political Sciences, University of Lausanne.

Dr. Tineke Egyedi, President of the European Academy for Standardization (EURAS).

09.00 – 10.30

#### Making Standards

Chair: Henk de Vries

Strategic Alliance Formation Motives in Formal Standardization – Empirical Evidence from Germany

*Axel Mangelsdorf & Knut Blind, Technical University of Berlin, DE.*

Public Actors in Private Standardization: The Role of the European Commission in Mobile Telecoms and High Definition TV Standardization

*Niclas Meyer, LSE, UK.*

Standardization en Petit: Engaging the Consumer?

*John Hudson & Marta Orviska, University of Bath, UK.*

Towards a co-production of standards at the Community level? The case study of environmental standards for cars since the 1970s

*Marine Moguen-Toursel, Ecole des Hautes Etudes en Sciences Sociales, FR.*

10.30 – 11.00

#### Break

11.00 – 12.00

#### Standardisation Policy

Chair: Kai Jakobs

Better standards for the nation. Or how the Chinese 'public' AVS standard challenged the international 'less public' incumbent.

*Wlad Fomin, Vytautas Magnus University, LT; JunBin Su, Tsinghua University, CN; Ping Gao, University of Manchester, UK.*

Brazilian strategy towards standardization: from lagging behind to forging ahead

*Taynah Lopes de Souza & Anna Camboim, National Institute for Metrology, Standardization and Industrial Quality, BR.*

The UK Government Public Policy Interest in Standardisation

*Tony Whitney, UK Innovation & Enterprise Directorate, UK.*

- 12.00 – 13.30 **Lunch**
- 13.30 – 14.00 **Keynote speaker**  
Opportunities and Challenges for Service Standardisation  
*Knut Blind, Technical University of Berlin & Erasmus University, DE/NL.*
- 14.00 – 15.00 **Service Standardisation I**  
Chair: Peter Walsh  
Services standardization in the United-States and in Europe: an institutional analysis of private authority.  
*Jean-Christophe Graz and Christophe Hauert, Université de Lausanne, CH.*  
Explanatory Factors for Service Standardization at National Standards Bodies: Empirical Evidence at Sector Level  
*Paul Wakke, Technical University of Berlin, DE.*
- 15.00 – 15.30 **Break**
- 15.30 – 16.45 **Service Standardisation II**  
Chair: Jean-Christophe Graz  
ISO9000 Certification and Innovation: an Empirical Analysis for Luxembourg  
*Cesare A. F. Riillo & Giovanni Mangiarotti, Centre de Recherche Public Henri Tudor, LU.*  
Developing a standard for restaurant authenticity – A case of Dutch top-restaurants  
*Mirjam A. Millenaar; Mayella I.C. van Ruijven; Frank M. Go; Henk J. de Vries; Erasmus University, NL.*  
Requirements for a quality measurement instrument for semantic standards  
*Erwin Folmer, University of Twente, NL.*
- 16.45 – 18.30 **Poster session with wine & cheese**  
Effectiveness of Technical Experts in International Standardization  
*Hans Teichmann, Formerly IEC Central Office, CH.*  
Implementing standardization education at the national level  
*Henk de Vries, Erasmus University, NL.*  
Application of Risk-based Management System Standards to the Design of Regulatory Systems  
*Lorenza Jachia & Valentin Nikonov, UNECE, CH.*  
The Relationship Between Standardisation and Art  
*Axel Czaya & Wilfried Hesser, Helmut Schmidt University, DE.*  
Workable Service Standard Guides Through Meta-standards  
*Carla Freericks, German Research Center for Artificial Intelligence, DE.*  
Standards – Are They Laws unto Themselves?  
*Peter Walsh, Australian National University, AU.*  
Business and environmental impact of ISO 14001  
*Henk J. de Vries; Deniz K. Bayramoglu; Jos van Iwaarden; Ton van der Wiele; Erasmus University, NL.*  
Networking as a Means for SMEs' Development  
*Angelos Zachariadis; Hariton Polatoglou; Katerina Zachariadou; ENEPROT, GR.*  
Standards Orientation and Supply Performance in Finnish Metal Industry SMEs  
*Tiina Jauhiainen & Katrina Lintukangas, Lappeenranta University of Technology, FI.*  
The Greek Problem and its Solution  
*Lazaros Stergiadis; Angelos Zachariadis; Maria Latinopoulou; ENEPROT, GR.*
- 19.30 – 23.30 **Dinner**

## DAY 2

- 08.30 – 09.00 Report: CEN-CENELEC-ETSI Joint Working Group Education about Standardization  
*Christine Tack, CEN/CENELEC, BE.*
- 09.00 – 09.30 Report: Standards Policy as National Growth Engine - from Imitator, Innovator, to Innovator  
*K H Choi, Korean Standards Association, KR.*
- 09.30 – 10.00 **Break**
- 10.00 – 10.30 **Keynote speaker**  
ISO work in the field of service standardization  
*Reinhard Weissinger, ISO Secretariat, CH.*
- 10.30 – 12.30 **1000 Flowers**  
Chair: Peter Swann  
Standards and Sustainable Infrastructures: Matching Compatibility Strategies with System Flexibility Objectives  
*Tineke M. Egyedi, Delft University of Technology, NL.*  
Voting on Standards – When Preferences are Non-single-peaked  
*Manfred J. Holler, University of Hamburg, DE.*  
Standards are Signs  
*Krzysztof M. Brzezinski, Warsaw University of Technology, PL.*  
Organizations as Adopters of IT Standards: What Can Standards Research Learn From Organization Theory?  
*Yarenni Castro Estrada & Andreas Breiter, University of Bremen, DE.*  
Economic and social benefits of standards – The new “ISO Methodology”  
*Reinhard Weissinger, ISO Secretariat, CH.*
- 12.30 – 13.30 **Lunch**
- 13.30 – 15.00 **Standards and Innovation**  
Chair: John Hudson  
Open innovation as driver for participation in standardization  
*Stephan Gauch, Technical University of Berlin DE; Knut Blind, Technical University of Berlin & Erasmus University, DE/NL.*  
Why do Standards Enable and Constrain Innovation?  
*G.M. Peter Swann, Nottingham University, UK; Ray Lambert, Department for Business Innovation and Skills, UK.*  
Scientometrics of Research on ‘Standardization and Innovation’  
*Dong-Geun Choi, Heesang Lee, Tae-kyung Sung, Korean Standards Association, KR.*  
Importance of the extent of utilising standards in companies’ R&D activities  
*Tiina Jauhiainen & Kaisa Henttonen, Lappeenranta University of Technology, FI.*
- 15.00 – 15.15 **Short Break**

- 15.15 – 17.00     **IPR**  
Chair: Knut Blind  
Is Ex-Ante the Norm? An Empirical Look at IPR Disclosure Timing Within Standard Setting.  
*Anne Layne-Farrar, LECG Consulting, US.*  
Interpreting and Enforcing the Voluntary FRAND Commitment  
*Damien Geradin, Tilburg University, NL.; Roger Brooks, Cravath, Swaine & Moore, US.*  
Strategic inputs into patent pools  
*Justus Baron & Henry Delcamp, Mines ParisTech, FR*  
Essential patents into pools: Is value intrinsic or induced ?  
*Henry Delcamp, CERNA, ParisTech, FR*
- 17.00 – 17h15     **Closing speech**
- 17.45 – 20.00     ***EURAS Membership meeting, room 410***

### **DAY 3 – Social Event (Reservation required)**

- 09.30             Departure form Lausanne CFF Station.
- 10.30 – 12.00     Guided tour (in English) of the Marconi Museum in Salvan, Wallis.  
*Guglielmo Marconi (1874-1937). In 1895, Guglielmo Marconi realised the first wireless transmissions over more than 1.5 kms linking Salvan and Marecottes. In 1909, he shared the Nobel Prize in Physics with Karl Ferdinand Braun, for ground-breaking work in radio communications. His work was recognized and celebrated by the ITU (in 2008) as well as by the IEEE (in 2003). When he died in July 1937, a two-minute silence was observed on radio waves worldwide to commemorate the inventor of the first practical wireless telegraphy who became known as the "Father of Radio".*
- 12.00 – 15.00     **Lunch in the Swiss Alps**
- 15.00 – 16.00     **Return Trip**