



## Draft Programme

# 16th EURAS Annual Standardization Conference

## – Standards for Development –



**Kaunas, 8 – 10 June 2011**

**Vytautas Magnus University**

VMU Aula Magna, Gimnazijos g. 7, LT-44260 Kaunas

### 8 June 2011

17.30 – 20.00 **Registration and Early Bird Reception**

### 9 June 2011

08.00 – 08.30

08.30 – 09.00

#### **Welcome**

*Official opening by VMU representative*

*Prof. Vladislav V. Fomin*

*Local Organiser, Head of Department of Applied Informatics, Vytautas Magnus University*

*Dr. Tineke Egyedi,*

*President of the European Academy for Standardization (EURAS)*

09.00 – 09.30

#### **Invited speaker**

Title to be announced

*Alan Maislisch, IEC Central Office, CH*

09.30 – 10.00

#### **Invited speaker**

Economic Benefits of Standards – First Results from the Implementation of the 'ISO Methodology'

*Reinhard Weissinger, ISO Central Secretariat, CH*

10.00 – 10.30

#### **Break**

10.30 – 11.30

#### **Session 1: Round Table on Standards for Development**

11.30 – 12.30

#### **Session 2: Standards from Developing Countries**

Food Standards and Exports: Evidence for China

*Axel Mangelsdorf, BAM, DE; et al.*

Are Asian Countries Ready to Lead a Global ICT Standardization?

*Dongback Seo, University of Groningen, NL; Jan Willem Koek, University of Bristol, UK*

12.30 – 14.00

#### **Lunch**

14.00 – 15.00

#### **Session 3: Standards for Developing Countries**

Governance and Structure of National Standards Bodies in Developing Countries as They Transition to Developed Status

*Peter Walsh; Conformance and Standards Services, AU*

The impact of standardization on the competitiveness of the bicycle industry

*Manabu Eto; Hitotsubashi University, JP*

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- 15.00 – 15.30 **Break**
- 15.30 – 16.30 **Session 4: Stakeholders in Standardisation**  
Exploring the role of non-State and non-market actors in soft regulation through the case-study of EuroNCAP  
*Marine Moguen-Toursel; INRETS, FR*  
All Standards are Labor Standards. Trade Unions' Participation in the European Standardisation Bodies  
*Christophe Hauert & Jean-Christophe Graz; U. de Lausanne, CH*
- 16.30 – 17.00 **Break**
- 17.00 – 18.30 **Poster Session with wine & cheese**  
Standardization in e-Science in the Russian Federation  
*Alexander Oleynikov, RAS, RU; et al.*  
The International Electrotechnical Vocabulary of the IEC: Evaluation  
*Hans Teichmann; Privatier, CH*  
Standardization activity structural model  
*Nijolė Bliūdžiuvienė; Vilnius University, LT*  
Exploring Tool Support For Long-term Maintenance of Corporate Digital Assets: A Case Study  
*Björn Lundell et al.; U. Skoevde, SE*  
Effect of Implementationalism: Changes in Standardizing Process and How Proposal Gather Wider Support  
*Yoshiaki Fukami, Keio University, JP; et al.*  
Two Methods of Interoperability Estimation for Open Systems  
*N. Starikovskaya, MIREA, RU; et al.*  
In Search for Common Understanding of Quality Standards and Quality Benchmarking in Latvian Insurance Industry  
*Valdis Janovs; Turība School of Business Administration, LV & Vladislav Fomin; VMU, LT*
- 19.00 – **Dinner**

## 10 June 2011

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- 08.30 – 09.00 **Invited speaker**  
Title to be announced  
*Ian Graham, U. of Edinburgh, UK*
- 09.00 – 10.30 **Session 5: 1000 Flowers**  
The European ICT Standardisation Policy – Recent Developments, Current Situation, and a Brief Outlook  
*Kai Jakobs, RWTH Aachen U., DE; Knut Blind, TU Berlin, DE*  
A Model for Semantic IS Standards  
*Erwin Folmer, U. Twente, NL; et al.*  
Governance through Industry Standardization and the Scope for Governmental Intervention: Evidence from Digital Video Broadcasting  
*Niclas Meyer; London School of Economics, UK*
- 10.30 – 11.00 **Break**
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- 11.00 – 12.30 **Session 6: Performance & Quality**  
ISO9000:2000 and Innovation Performance: a multiple-case study in Luxemburg  
*Cesare A. F. Riillo; Centre de Recherche Public Henri Tudor, LU*  
Influence of ISO 14001 on Manager and Operational Environmental Performance – case of MNCs and domestic companies operating in Serbia  
*Ivana Mijatovic ; Belgrade U., SRB*  
The Measurement of Quality of Semantic Standards: The Application of a Quality Model on the SETU Standard for E-Government  
*Erwin Folmer, U. Twente, NL; et al.*
- 12.30 – 14.00 **Lunch**
- 14.00 – 15.30 **Session 7: Standards Adoption**  
Overcoming resistance against standardization – A philosophical-empirical approach  
*Ries Haverkamp & Henk de Vries; Erasmus U., NL*  
An Analysis of Firms' Adoption of International Standards  
*John Hudson; University of Bath, UK & Marta Orviska; Matej Bel University, SK*  
Front of Pack Nutrition Labels – When do consumers use them and does this influence purchase intention?  
*Jurriaan van Gent, Erasmus U. & Groupon, NL; et al.*
- 15.30 – 16.00 **Break**
- 16.00 – 17.30 **Session 9: From Countries and Regions**  
Driving Factors of Dutch Service Companies to Participate in Formal Standardization: Cross-sectoral and Sector-specific Evidence  
*Paul Wakke, TU Berlin, DE; et al.*  
Looking Into National Standards Bodies: Service Providers Standardizing More Than Just Services  
*Paul Wakke & Knut Blind, TU Berlin, DE*  
Openness for Innovation and Involvement in Standardization: Evidence from the Community Innovation Survey  
*Knut Blind, TU Berlin, DE; et al.*

**18.30 – 20.30: EURAS membership Meeting**