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Conference Programme 12-05-09

(programme may undergo changes)

**14th EURAS Annual Standardisation Conference
– Standardisation and Corporate Intelligence –**

22 – 24 June 2009

Hosted by

Ecole Internationale des Sciences du Traitement de l' Information

EISTI, Avenue du Parc, 95011 Cergy-Pontoise Cedex (near Paris), France

MONDAY, 22.6.09

08.30 – 9.00	REGISTRATION
09.00 – 9.10	CONFERENCE OPENING Nicole Beauvais-Schwartz , <i>Director of Mastère Spécialisé en Intelligence Economique de l'EISTI</i> , and Francoise Bousquet , <i>EURAS Vice-president, ZFIB conseil</i>
09.10 – 09.30	WELCOMING ADDRESS: Nesim Fintz , <i>Dean, General Director and Founder of EISTI*</i>
09.30 – 10.00	KEYNOTE ADDRESS Paul David , <i>Chair of Innovation and Regulation in Digital Services, Ecole Polytechnique*</i>
10.00 – 11.15	STANDARDS POLICIES A Qualitative Impact Assessment of Possible EU Policies Towards ICT Standardisation Consortia Knut Blind , <i>Berlin University of Technology, DE</i> ; Kai Jakobs , <i>Aachen University</i> Beyond the Information Technology Agreement: Harmonized Standards and Trade in Electronics Alberto Portugal-Perez et al. ; <i>World Bank, US</i> Standards and Standardization in a Crisis John Hudson , <i>University of Bath, UK</i> ; Marta Orviska , <i>Matej Bel University, SL</i>
11.15 – 11.45	COFFEE BREAK
11.45 – 12.30	DOMINANCE & IRREVERSIBILITY Impact of backwards compatibility on standard dominance – The case of game consoles. Johannes Kramer , Henk J. de Vries ; <i>Rotterdam School of Management, NL</i> Beyond the 'point of no return': Constructing irreversibility in decision making on the Tetra standard in Dutch emergency communication. Anique Hommels , <i>University of Maastricht, NL</i> , Tineke Egyedi ; <i>Delft University of Technology, NL</i>
12.30 – 13.45	LUNCH BREAK

13.45 – 15.00	<p>PANEL: CORPORATE INTELLIGENCE & STANDARDISATION Chair: Nicole Beauvais-Schwartz, <i>Director of Mastère Spécialisé en Intelligence Economique de l'EISTI, FR</i></p> <p>Panellists: Jean-Claude Benech, <i>Advisor in Charge of Standardization General Inspectorate and Quality Directorate, Centre National d'Etudes Spatiales; French Space Agency, FR*</i> Pierre Lasbordes, <i>Member of the French Parlement, President of the 'Groupe Parlementaire sur l'Espace, FR*</i></p> <p>Standardization: a major tool for competitive intelligence Francoise Bousquet; <i>ZFIB Conseil, FR</i>, Vladislav Fomin, <i>Vytautas Magnus, LU</i> Dominique Drillon, <i>Montpellier Business School, FR</i>,</p> <p>Relations between the strength of appropriability regime and firm's standardization activeness Tiina Jauhiainen, Pia Hurmelinna-Laukkanen; <i>Lappeenranta University of Technology, FI</i></p>
15.00 – 17.30 Drinks and small snacks	<p>POSTER SESSION</p> <p>Translatability in IEC Work Hans Teichmann; <i>Privatier, CH</i></p> <p>Applicable methods for SMEs to manage standards catalogue (reference listings) in an efficient way Solenn Vidal, Sigrid Kohll, Xavier Delecroix; <i>CRP Henri Tudor – Centre de Veille Technologique, LU</i></p> <p>Public access to standards: some fundamental issues and recent developments Kees Stuurman; <i>Tilburg University/ Van Doorne attorneys, Amsterdam, NL</i></p> <p>Coexistence of two rival standards in Forest Sustainable Management: Antecedents and consequences in a strategic perspective Maya Leroy, Anne Mione; <i>ENGREF ERFI, FR</i></p> <p>What does really matter? Determinants of the decision to participate in IT-Standardization project groups Bernd Riefler; <i>University Stuttgart, DE</i></p> <p>The development of a research lab based around standards participation Stephen Elliott, Eric Kukula, Shimon Modi; <i>Purdue University, US</i></p> <p>Initiative, reactive of fortuitous acts: local and non-local searches for a new standard Ranjita M. Singh; <i>University of Amsterdam, NL</i>; Kristina Dahlin; <i>HEC School of Management, Paris, FR</i></p> <p>Characteristics of Technology Leading to Dominant Design: Theoretical Framework Jaro Spirco, Geerten van de Kaa; <i>Delft University of Technology, NL</i></p>
18.00	CONFERENCE DINNER (bus departure time; dinner will be elsewhere)

TUESDAY, 23.6.09

09.00 – 09.45	<p>KEYNOTE ADDRESS: Research, Standardisation and Innovation Mrs. Renate A. Weissenhorn, <i>Head Standardisation Unit, European Commission, DG Enterprise*</i></p>
09.45 – 10.30	<p>STAKEHOLDERS</p> <p>Stakeholders analysis of the adoption of ISO/IEC 27001/27002 in China Xu Yang, Henk J. de Vries; <i>Rotterdam School of Management, NL</i></p> <p>Integration of Global Agents in Local Communities: The Effect on De Facto Standardization Marc van Wegberg, <i>University of Maastricht, NL</i></p>
10.30 – 11.15	COFFEE BREAK

11.15 – 12.30	<p>STANDARDS & INNOVATION</p> <p>Standards and Innovation: What relationships? A literature review Cesare A.F. Riillo, <i>Centre de Recherche Public Henri Tudor</i></p> <p>The INTERNORM project: bridging the two worlds of expert- and lay-knowledge in standardization Jean-Christophe Graz, Christophe Hauert, <i>Université de Lausanne, CH</i></p> <p>The efficient treatment of IPR in standardisation processes Knut Blind, <i>Berlin University of Technology, DE</i></p>
12.30 – 13.45	LUNCH BREAK
13.45 – 14.45	<p>PANEL: RESEARCH, STANDARDISATION AND INNOVATION</p> <p>Chair: Christine Kertesz, <i>Head of 'Innovation, Research and Information' project, AFNOR*</i> Panellists: External speakers *</p> <p>The Interface between Research and Standardisation: Frictions and Possibilities Knut Blind, Stephan Gauch, <i>Berlin University of Technology, DE</i></p> <p>Competing De Jure Standards, Good for Innovation? Tineke M. Egyedi, <i>Delft University of Technology, NL</i>, Aad Koppenhol, <i>Sun Microsystems, NL</i></p>
14.45 – 16.00	<p>STANDARDS & SERVICES</p> <p>Impact of Formal Service Standardization on Service Innovation – A Case Study in Facility Management De Koning, Henk De Vries; <i>Erasmus Universiteit, NL</i></p> <p>Standards and Service Offshoring in India: Moving Beyond Industry and Institutional Specificities Jean-Christophe Graz, Nafy Niang; <i>Université de Lausanne, CH</i></p> <p>Accounting Standards and the Economics of Standards Geoff Maaks, Peter Swann <i>University of Nottingham, UK</i></p>
16.00 – 16.30	COFFEE BREAK
16.30 – 18.00	<p>BACK IN TIME – LESSONS FROM HISTORY?!</p> <p>From Telecoms to ICT Health Services: Where are the Dynamics in the Standardisation Process? Daniel Battu, <i>Independent consultant, FR</i></p> <p>Standardizing Tolerance or Tolerating Standards? Pesticides Residues in the European Community (1955-1985) Birgit Ramsingh, <i>University of Toronto, CA</i></p> <p>On Standardising the Vitamins Pauline M.H. Mazumdar, <i>University of Toronto, CA</i></p> <p>Elaboration of automobile safety standards: shock wave emanating from the United States at the end of the 1960s or how European economic actors entered the game Marine Moguen-Toursel, <i>Centre for Historical Research, EHESS, Paris, FR</i></p> <p>DISCUSSION – What can history teach standards people?</p>
18.00 – 18.30	DRINKS
18.30 – 20.00	EURAS Membership Meeting

WEDNESDAY, 24.6.09

09.15 – 16.15	Setting Standards: Learning by Doing in a Simulation Exercise **
16.15 – 17.00	Farewell drinks

* To be confirmed

** Advance registration required (see EURAS website at <http://www.euras.org/simulation-game>)

Notes for presenters:

- 'Normal' session: ca. 15 min. presentation; ca. 10 min. discussion; per paper 25 mins. maximum
- Panels: short introduction; 5 min. maximum
- 'History' session: 15 mins., ideally with a view towards 'lessons learned'