# Table of Contents

Preface .................................................................................................................................................. xv  

## Section I  
### Introduction  

**Chapter I**  
An Integrated View of E-Business and the Underlying ICT Infrastructure........................................ 1  
*Martina Gerst, Innovation Space, Germany*  
*Eric Iversen, NIFU-STEP, Norway*  
*Kai Jakobs, RWTH Aachen University, Germany*  

## Section II  
### E-Business Standards and Business Models  

**Chapter II**  
The Demand for E-Government Standards............................................................................................ 9  
*Knut Blind, Berlin University of Technology, Germany, Fraunhofer Institute for Systems and Innovation Research, Germany, & Erasmus University, Netherlands*  
*Stephan Gauch, Berlin University of Technology, Germany*  

**Chapter III**  
A Taxonomy of Service Standards and a Modification for E-Business.................................................. 24  
*Knut Blind, Berlin University of Technology, Germany, Fraunhofer Institute for Systems and Innovation Research, Germany, & Erasmus University, Netherlands*  

**Chapter IV**  
Business Models and the Dynamics of Supply and Demand for Standards........................................ 31  
*Richard Hawkins, University of Calgary, Canada*
Section III
Successful Standards Development

Chapter V
Emergence of Standardisation Processes: Linkage with Users ......................................................... 53
Ian Graham, University of Edinburgh, UK
Raluca Bunduchi, University of Aberdeen, UK
Martina Gerst, University of Edinburgh, UK
Robin Williams, University of Edinburgh, UK

Chapter VI
Perceived Relation between ICT Standards’ Sources and their Success in the Market ....................... 65
Kai Jakobs, RWTH Aachen University, Germany

Chapter VII
How to Select the Best Platform for ICT Standards Development ...................................................... 81
Kai Jakobs, RWTH Aachen University, Germany
Jan Kritzner, RWTH Aachen University, Germany

Section IV
Case Studies

Chapter VIII
The Shaping of the IEEE 802.11 Standard: The Role of the Innovating Firm in the Case of Wi-Fi .... 98
W. Lemstra, Delft University of Technology, The Netherlands
V. Hayes, Delft University of Technology, The Netherlands

Chapter IX
Tom McGuffog, UKP. eb, UK

Chapter X
China’s Practice of Implementing a 3G Mobile Telecommunications Standard:
A Transaction Costs Perspective ............................................................................................................. 140
Mingzhi Li, Tsinghua University, China
Kai Reimers, RWTH Aachen University, Germany
Chapter XI
International Framework for Collaboration between European and Japanese Standard
Consortia: The Case of the Automotive LAN Protocol .......................................................... 152
Akio Tokuda, Ritsumeikan University, Japan

Chapter XII
Between Supply and Demand: Coping with the Impact of Standards Change ....................... 171
Tineke M. Egyedi, Delft University of Technology, The Netherlands

Section V
Policy Issues

Chapter XIII
Open Standards and Government Policy .................................................................................. 188
Mogens Kühn Pedersen, Copenhagen Business School, Denmark
Vladislav V. Fomin, Vytautas Magnus University, Lithuania
Henk J. de Vries, Erasmus University, The Netherlands

Section VI
Additional Readings

Chapter XIV
Developing Measures and Standards for the European Electronic Signatures Market .......... 201
Ioannis P. Chochliouros, Hellenic Telecommunications Organization S.A. (OTE), Greece
Anastasia S. Spiliopoulou, Hellenic Telecommunications Organization S.A. (OTE), Greece
Tilemachos D. Doukoglou, Hellenic Telecommunications Organization S.A. (OTE), Greece
Elpida Chochliourou, General Prefectorial Hospital “Georgios Gennimatas,” Greece

Chapter XV
Quality Standardization Patterns in ICT Offshore .................................................................. 219
Esther Ruiz Ben, Technische Universität Berlin, Germany

Chapter XVI
An Overview of Models and Standards of Processes in the SE, SwE, and IS Disciplines ......... 236
Manuel Mora, Autonomous University of Aguascalientes, Mexico
Ovsei Gelman, Universidad Nacional Autónoma de México, Mexico
Rory O’Connor, Dublin City University, Ireland
Francisco Alvarez, Autonomous University of Aguascalientes, Mexico
Jorge Macías-Luévano, Autonomous University of Aguascalientes, Mexico
Chapter XVII
E-Business Standardization in the Automotive Sector: Role and Situation of SMEs ........................ 253

Martina Gerst, The University of Edinburgh, UK
Kai Jakobs, RWTH Aachen University, Germany

Compilation of References ............................................................................................................ 270

About the Contributors ................................................................................................................ 286

Index ........................................................................................................................................... 291