

Stealth – teach standards without being obvious

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Promoting Education About Standardization in North America
Workshop, NIST, Gaithersburg, MD
May 8, 2009

College Context:

College of Business

MBA and BsBA



AACSB Accredited

Curriculum is fully loaded

Teaching Context: Information Systems

Service Systems Management

MBA &
Information
Systems
Elective

Web-based Computing

Information
Systems
Elective

Business Systems & Policy

BsBA
Requirement

How do you teach standards
in this environment?

While keeping it

Relevant, Timely

and Interesting

but not as a required subject area

cf. ABET in Engineering

Web-based Computing

Information
Systems
Elective

Relatively easy



Business Systems & Policy

BsBA
Requirement

eCommerce & mobile Commerce

Japan swipes ahead of U.S. with credit card phones

Katherine Burnside, Copy Editor

Issue date: 2/3/09 Section: News

CELL PHONES

Red Tape, Greed Blocking Widespread Card Transactions

By Jack Loftus, 12:01 PM on Sun Jan 25 2009, 17,408 views



In 2012, even disembodied floating hands will have NFC-enabled cell phones.

Tools Article Tools

Page 1 of 1

ly receive and answer calls, but then e-mail, texting, cameras, music players and more.

have also become credit cards courtesy of DoCoMo (DCM).

Consumers are able to purchase items just by waving their phone over a reader. Proximity is crucial: in order for the cell phone must be within a few inches of the reader. According to a New York Times article, phones are equipped with short-range technology called Near Field Communication (N.F.C.), which enables the phone to communicate with the reader.

"It's a good thing," said Ashley Cheney, a mechanical engineering student. "I guess if they're pretty handy with that stuff then I guess I would probably



Media Credit: Christopher Sloan/Poly Post
U.S. credit card companies are considering placing a chip in the cell phones to provide for a more convenient way for consumers to make purchases on their cards.

The Case of the Konbini

It is all about Standards!



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stephenkwan

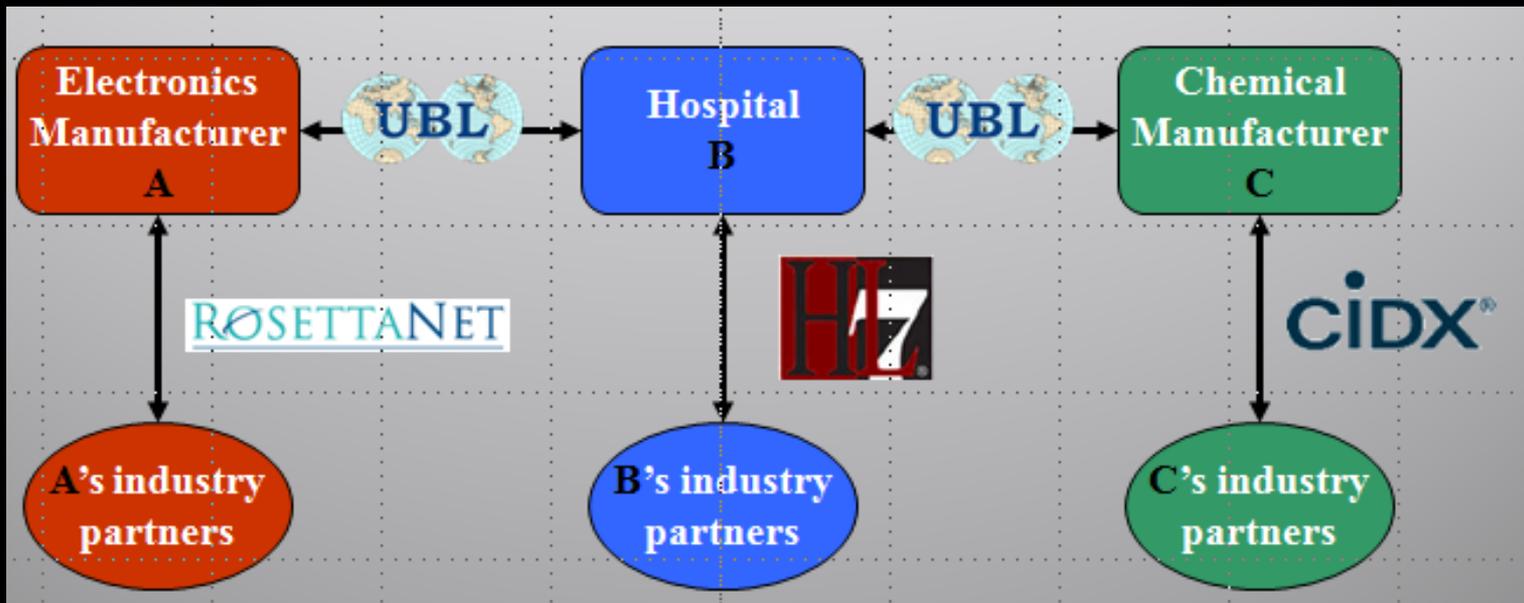
Walk around in a 7-11 in Tokyo

A video frame showing the interior of a 7-Eleven store. The camera is positioned in an aisle, looking towards a checkout counter on the right. The shelves are stocked with various products, and the floor is clean and well-lit. The video player interface at the bottom shows a progress bar at 0:27 / 1:04 and a volume icon.

Service Systems Management

MBA &
Information
Systems
Elective

Universal Business Language (UBL) across industries





Organization for the Advancement of Structured Information Standards

7

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is Open Standard

Published Freely

Ongoing Development

IP is irrevocably available on a *royalty-free* basis on Limited Terms

No constraints on the re-use of the standard

Patent license granted to other parties to implement the standard

OASIS, IP

- CONSORTIUM**
 - OASIS Standards
 - How to Participate
 - Policies and Procedures
 - Site Map
- TECHNICAL WORK**
 - Committees by Name
 - Committees by Category
 - Adoption Services
 - Computing Mgmt
 - Document-Centric
 - e-Commerce
 - Law & Government
 - Localisation
 - Security
 - SOA
 - Standards Adoption
 - Supply Chain
 - Web Services
 - XML Processing
 - TC Guidelines
 - Mailing List Directory
- MEMBER SECTIONS**
 - CGM Open
 - COSL
 - eGov
 - Emergency
 - Etrust
 - LegalXML
 - Open CSA
 - Telecom
- OASIS INFO CHANNELS**

OASIS Universal Business Language (UBL) TC

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Defining a common XML library of business documents (purchase orders, invoices, etc.)

Jon Bosak, Chair
 Tim McGrath, tim.mcgrath@documentengineeringservices.com, Chair
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Consumer	C2C eBay.com	C2B priceline.com	C2G eGov.com
Business	B2C dell.com	B2B * conisint.com	B2G * lockeedmartin.com
Government	G2C Medicare.gov	G2B * Export.gov	G2G * Disasterhelp.gov

* where UBL is being used

Examples of UBL use from around the world

Localization Subcommittees

- [OASIS UBL Chinese Localization Subcommittee](#)
- [OASIS UBL Danish Localization Subcommittee](#)
- [OASIS UBL German Localization Subcommittee](#)
- [OASIS UBL Italian Localization Subcommittee](#)
- [OASIS UBL Japanese Localization Subcommittee](#)
- [OASIS UBL Korean Localization Subcommittee](#)
- [OASIS UBL Spanish Localization Subcommittee](#)

UBL TC



CEN (2007)



Open Standards for eBusiness in Latin America and the Caribbean: Implications for SMEs, Trade, and Government Procurement

Jon Bosak
Sun Microsystems
Chair, OASIS UBL TC

Inter-American Development Bank
Washington, 24 April 2008

<http://oasis-open.org/committees/ubl>



Bosak (2008)

cf. Lee et al (2008)

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NES (2008)

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Yes,
we can.