

Teaching Standardization

Timothy Simcoe

Boston University & NBER

Standards in my own teaching

- **Competitive Strategy (UG, MBA)**
 - Standards & vertical relationships
- **Technology Strategy (MBA, EMBA)**
 - Dominant design, platforms, standards wars, SEPs, etc.
 - HBS Cases: Atheros, Video Games, Qualcomm, LEED
- **Causal Inference (PhD)**
 - Standards for measurement and validation (GBSI)

Challenges and opportunities

- Standards are industry-specific
 - Must “get in the weeds” of IT, environment, health, etc.
 - Are standards a class, a module or a topic?
- Show me the money!
 - Business case for open/consensus standards is complicated
 - Easier to teach platforms and standards wars
- Where is the evidence?
 - Empirical research on impact of standards is scant
 - Data challenge: De-centralized public goods provision

Thank You!

tsimcoe@bu.edu