



## Keeping, Bending, or Changing the Rules: Interfirm Interaction in Standardization

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## Today's Perspective

- We know that
  - ❖ Rules govern standardization
  - ❖ Standards create rules for interoperability
- However
  - ❖ Rules are a negotiated social order
  - ❖ Different rules bring different outcomes
  - ❖ Firms tempted to bend/change the rules

## Papers

- Gina Dokko et al
  - ❖ Dominant design persistence & standards as negotiated order
- Jason Woodard et al
  - ❖ Partial compatibility: embrace & extend
- Tim Simcoe
  - ❖ Effectiveness of IP disclosures
- Kory Brown
  - ❖ Entry timing in multi-partner standardization

## Schedule

- 8:00-8:05: Intro
- 8:05-8:55: Papers
  - ❖ Gina Dokko
  - ❖ Jason Woodard
  - ❖ Tim Simcoe
  - ❖ Kory Brown
- 8:55-9:15: Discussants
  - ❖ Lori Rosenkopf
  - ❖ Shane Greenstein
- 9:15-9:30: Q&A