

Corporate Standardization Management and Innovation

Part of the Advances in Human Resources Management and Organizational Development Book Series

Kai Jakobs (RWTH Aachen University, Germany)

Description:

Standardization is no longer a technical activity. Rather, most large firms as well as policymakers and many other public sector entities have realized the economic and political relevance of information and communication technology standards. Accordingly, an increasing number of firms and public authorities experience the need to properly manage their standardization activities.

Corporate Standardization Management and Innovation is an essential reference source that discusses various aspects that relate to the management of standardization in private firms and the public sector and identifies good practices in the internal and external management of standardization activities. Focusing around research areas such as digital market, global business, and business strategy, this book is designed to assist academics, practitioners, and researchers in the identification of good practices in management of standardization activities.



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