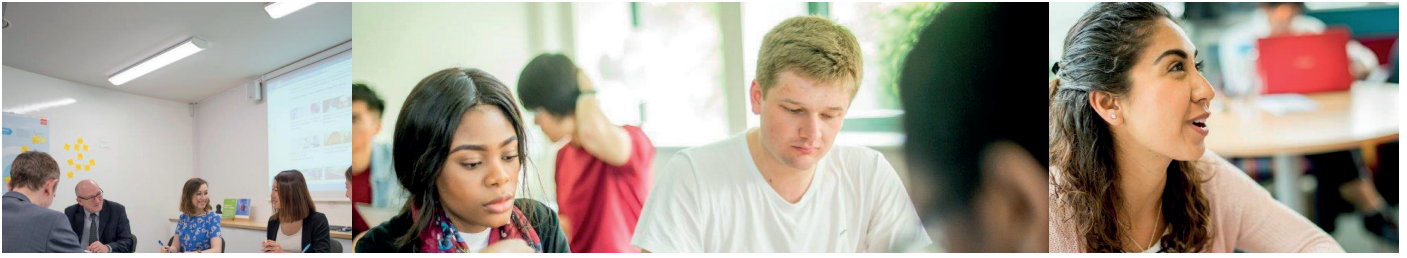




# Standards and innovation at Nottingham University Business School





## Strong interest in standards' impact

I've over 15 years' experience of researching the economics and management of innovation, business performance - especially productivity issues – and the economics of standards and standardization, and have published extensively in these areas. In particular, I've a strong research interest in standards and their role in business innovation and productivity. Alongside my research, I teach several modules on innovation, internationalization and business economics.

“We see it as an integral part of our education to equip our students with a solid understanding of standards, which are essential in this interconnected and inter-dependent world.”

## Standards are an integral part of our programmes

At Nottingham University Business School (NUBS) we recognise that we live in an increasingly inter-connected world, and our ability to thrive and meet the challenges facing business and management requires us to work together towards mutually beneficial and sustainable goals. We nurture responsible and influential global citizens through our faculty, partnerships and students. Our wide-ranging offer of undergraduate degrees, MScs, MBAs, PhDs and Executive Education attracts students from all over the world.

We see it as an integral part of our education to equip our students with a solid understanding of standards, which are essential in this inter-connected and inter-dependent world. In the context of economics and business strategy, managers face a strategic choice as to how to compete with other businesses, i.e. do they follow standards set by competitors or the industry; or do they invest in developing their own standards.

When innovation networks have become increasingly important in modern economies, we also consider the trade-off innovators face between developing proprietary technologies in-house and participating in open standards development. Many of these issues have significant implications not only for business managers, but also innovation and competition policies.

## Teaching standards and standardization

I teach two economics-based modules that feature standards. First, standards teaching is an important element of my economics of innovation module, which is offered to NUBS undergraduate students, including those majoring in industrial economics; finance, accounting and management; and management studies. Here we make a distinction between *de jure* standards – developed via an international consensus-based model through standards organizations, such as ISO 9001 - and *de facto* standards, that emerge as an outcome of market-based competition (often through 'standards wars', such as that between Betamax and VHS). Second, I also teach two standards-related sessions on our Executive MBA course.

## Collaboration with BSI

Both our undergraduate and Executive MBA modules have benefitted significantly from BSI guest lectures and case study sessions. We also find the British Standards Online (BSOL) database to be an extremely useful resource for students to gain in-depth understanding of specific standards.

In addition to teaching support, we've developed an ongoing research collaboration with the BSI, including an ESRC-funded PhD studentship, with BSI being our partner and mentor on the doctoral project. This project addresses the productivity challenges facing the UK (and many advanced economies) by focusing on the role of technology standards in enabling diffusion of ICT technologies and business innovation.



Learn more at: [www.nottingham.ac.uk/business](http://www.nottingham.ac.uk/business)



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## About BSI Education

Universities make a significant contribution to standardization by teaching about standards, contributing academic research, and being standards-makers. BSI Education builds relationships and creates programmes with universities to help raise awareness of the benefits of standards to society and the economy and to encourage and increase participation in standards-making.



For more information visit [bsigroup.com/education](http://bsigroup.com/education)  
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