

A Portfolio Model for the Allocation of Resources to Standardization Activities

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Abstract:

High-tech companies seek to strengthen their technological competitiveness through standardization activities which contribute to enhanced interoperability and market growth. We present a model that was developed for a major telecommunications company to support the allocation of resources to standardization activities. This model captures relationships between market growth and standardization activities, links these activities explicitly to key strategies and core competencies, and guides the determination of optimal resource levels for the entire portfolio of standardization activities.

Keywords:

Decision Analysis; Telecommunications.