

A Portfolio Model for the Allocation of Resources to Standardization Activities

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Abstract: High-tech companies seek to strengthen their competitiveness through standardization activities which contribute to enhanced interoperability and market growth. We present a model developed for a major high-tech company to support allocation of resources to standardization activities. This model captures relationships between market growth and standardization activities, links these activities to strategy and guides the determination of optimal resource levels for the standardization portfolio.

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