

ECONOMICS OF STANDARDS IN INFORMATION NETWORKS

Book Condition: New. Publisher/Verlag: Physica-Verlag | Standards play a prominent role in systems characterized by interaction. In information systems, standards provide for compatibility and are a prerequisite for collaboration benefits. More generally speaking, standards constitute networks. In this work, a standardization framework based on an analysis of deficiencies of network effect theory and a game theoretic network equilibrium analysis is developed. Fundamental determinants of diffusion processes in networks (e.g. network topology, agent size, installed base) are identified and incorporated into a computer-based simulation model. As a result, typical network behaviour (specific diffusion patterns) can be explained and many findings from traditional network effect theory can be described as special cases of the model at particular parameter constellations (e.g. low price, high density). On this basis, solution strategies for standardization problems are developed, and a methodological path towards a unified theory of networks is proposed. | 1 Introduction.- 1.1 Standards in Information Systems.- 1.2 Motivation and research questions.- 1.3 Structure of the thesis.- 1.4 Methodology and definitions.- 1.4.1 Methodology.- 1.4.2 Standard semantics.- 1.4.3 Empirical data from Fortune 1,000 study.- 2 Standardization problems.- 2.1 A brief history of standardization.- 2.1.1 From DNA to railways.- 2.1.2 From production side to demand side economies of scale.- 2.2 Network effect theory as theoretical foundation.- 2.2.1 Basics.- 2.2.1.1 General findings of network effect theory.- 2.2.1.2 Related literature.- 2.2.2 Path dependency, lock-in and multiple equilibria.- 2.2.3 Instability ("tippy networks").- 2.2.4 Excess inertia: The start-up problem.- 2.2.5 Excess momentum: Too much standardization.- 2.2.6 Internalizing network effects in sponsored networks.- 2.2.7 Pareto-inferior market results and monopolies.- 2.2.8 Laissez-faire vs. dirigisme.- 2.3 Reconsidering network effect theory.- 2.3.1 Network effects versus network externalities.- 2.3.2 Direct vs. indirect network effects.- 2.3.3 Inefficiency and market failure.- 2.3.4 Costs of network size.- 2.3.5 Homogeneous network effects.- 2.3.6 Confusion of centralized and decentralized decision making.-...



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