The rise of service standards between socialization and commodification

Jean-Christophe Graz

Technical regulation of the Internet.
Paris March 31st, 2009

Explore the growing influence of international standardisation on the political organisation of the rise of a worldwide service economy and society at large.

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Outline

- Services & standardisation

- Standards and transnational hybrid authority

- Institutional setting for dis/embedding standards from/into society:
        commodification *versus* socialisation

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The rise of the service economy

- >70% GDP and employment in OECD
- >50% GDP and employment in LDCs
- Regulatory Reform
- Digitalisation
- Internationalisation

--> outsourcing / offshoring services

International standardisation

- Technical specifications
- partially voluntary
- Explicitly documented
- Published and sold
- Sometimes referred to in public regulation

How standards matter?

- Reorganisation of labour process

- Dis/embedding market access

- Desegregation of labour process into simple work sequences

- Industrialisation – codification – quality & security requirements

Resistance to service standards

- Intangible and interpersonal relation
- Synchronisation of service production & consumption
- Regulated professions
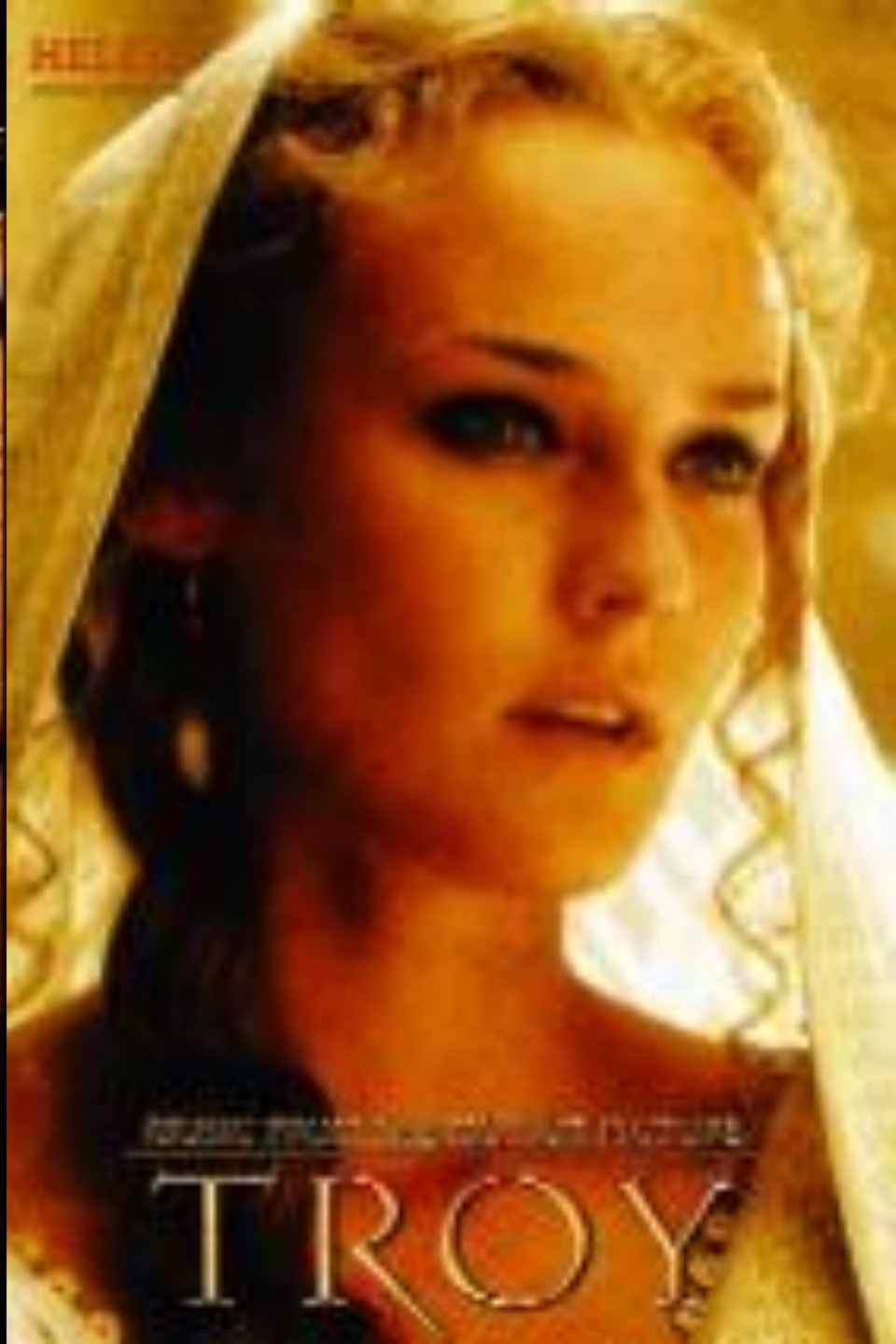- Quality and security uncertainties

Standards facing quality & security uncertainty

- Market transparency ?

- Strategic interaction?

- Path-dependant institutions?

- Capitalist State/economy reogranisation?

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TROY

Globalisation & transnational private authority

- State - nonstate authority
  - ≠ zero sum game costs/gains
  - ≠ additional instance of governance
- Scale & density (7300 Ingos/7500 Igos) (Yearbook of International Organizations)
- Relation with the State
  - Formal and informal complementarity and subsidiarity

International political economy approach

Transnational hybrid authority

- Range of actors involved
  - Private firms ——> public actors & states
- Scope of issues concerned
  - Technical specifications ——> management methods, labour relations, societal issues
- Scale of coalition building and level of institutional compromised
  - State/market relations ——> deterritorialisation & transnationalisation of regulatory practices
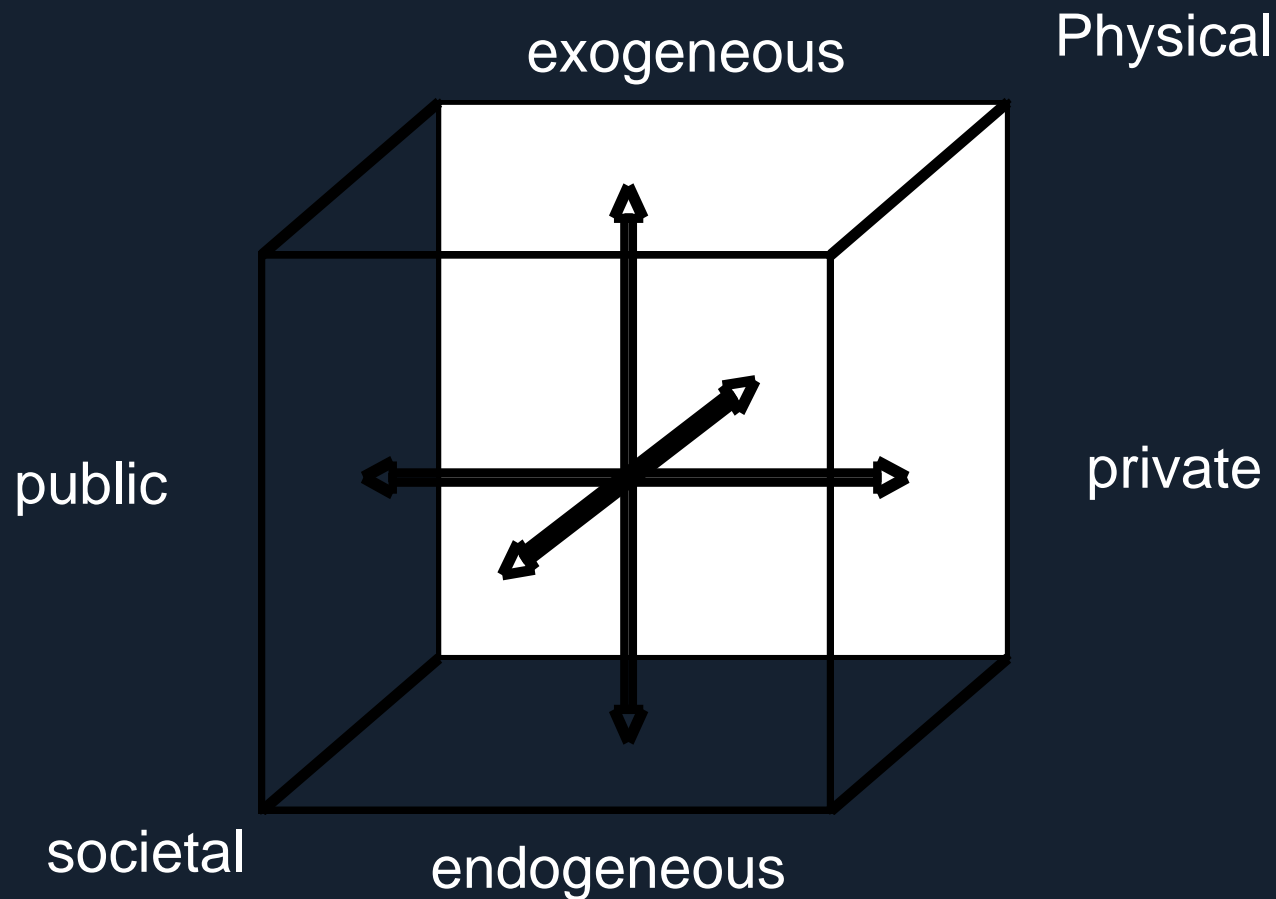
Standardisation and transnational hybrid authority

public ——————— ACTORS ——————— private

societal ——————— ISSUES ——————— physical

endogenous —————— SPACE —————— exogenous

Transnational hybrid authority of service standards

exogeneous   Physical

public
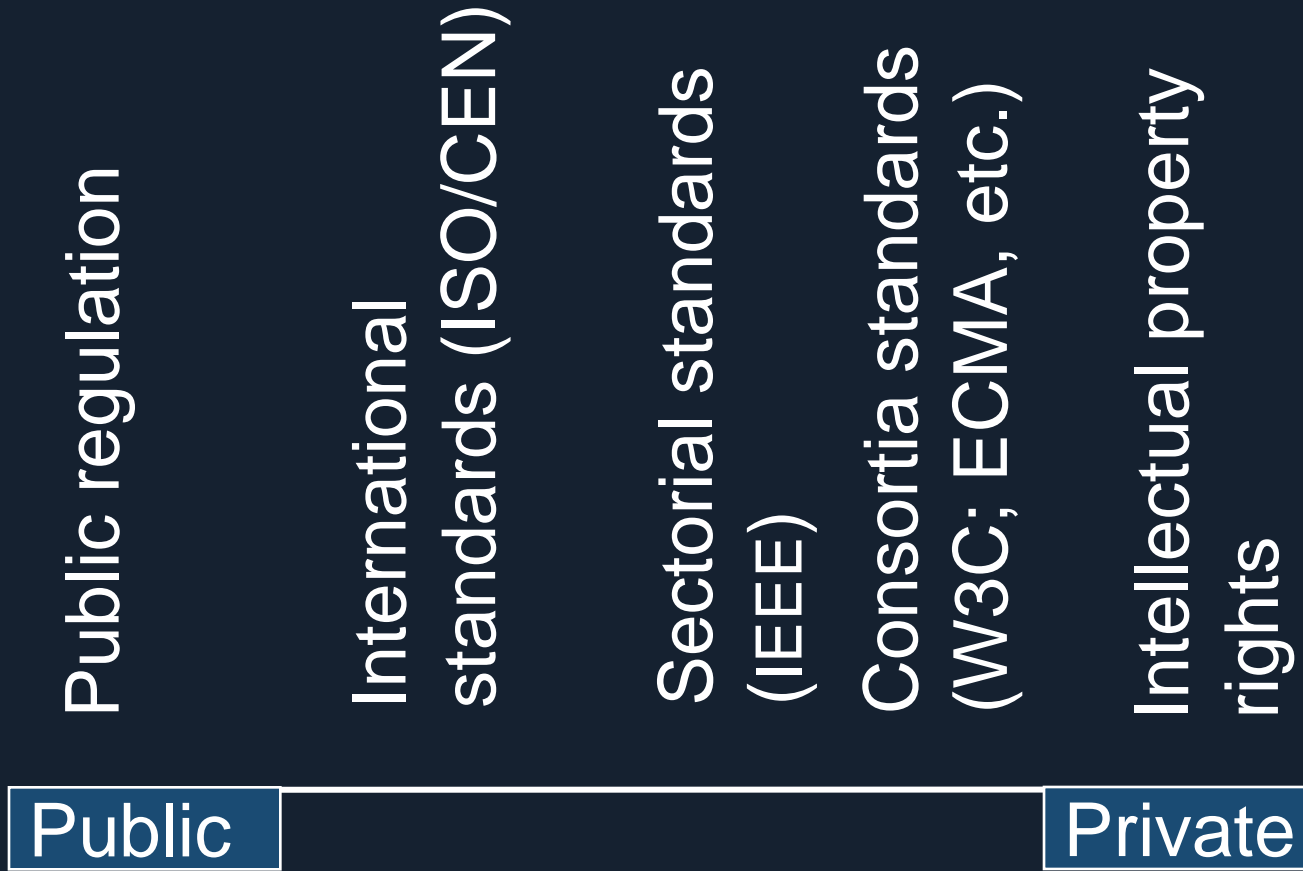
private

societal   endogeneous

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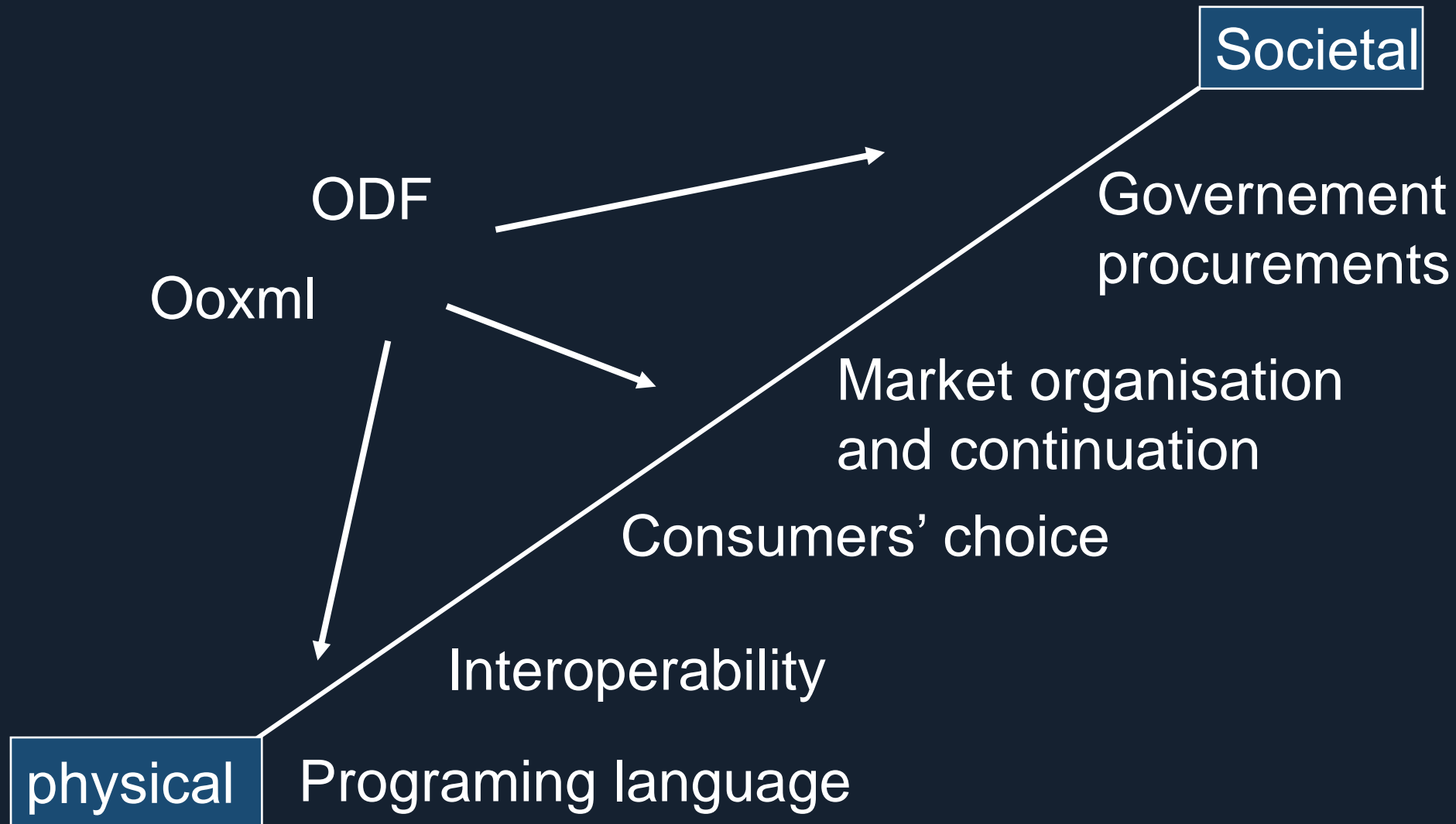# Institutional complexity/opacity

Fragmented institutional environment

Public regulation

International standards (ISO/CEN)

Sectorial standards (IEEE)

Consortia standards (W3C; ECMA, etc.)

Intellectual property rights

Public ———————————— Private

Material continuum

Societal

ODF

Ooxml

Governement procurements

Market organisation and continuation

Consumers' choice

Interoperability

physical Programing language

Spatial deterritorialisation – CA competence

exogenous

Proprietary & monopole standards

Mutual/multilateral recognition agreements

Open source standards?

Replication of tests and certification

endogenous

Technology assessment & recommendations

Socialisation/commodification in international service standards

exogeneous

Physical

public

private

societal

endogeneous

Formal standards (ISO)

Consortia standards