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Master's thesis
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Abstract

The thesis focused on technology standards in mobile communications businesses. The purpose of the study was *to find out reasons for and modes of participation into technology standardization concerning mobile communications technologies*. The subobjectives of the study were:

- To find out whether standards and standardization are significant for businesses in mobile communications
- To explain why different companies decide to participate into standardization
- To describe what kind of strategies are used in standardization

Theories employed concerned economics of standards and standardization, and standardization processes. From them, three different, although complementary, standardization strategies were formed, and a framework for participation into standardization was sketched.

This thesis employed mixed methods. An Internet survey was used to collect interviewees and preliminary data. Later the interviews were used to find more in depth information to triangulate the survey findings. The results collectively were used to fulfill the objective.

Standards and standardization were both beneficial and significant for the studied companies. When it came to participation, there were three factors that differentiated participators from the others: The participators had the required capabilities as well as motivation to participate into shaping the future standards.

The participators employed both committee and market processes to some extent, while the non-participators followed standardization. The biggest difference between a participator and a non-participator was the resources.

Key words	Technology standards, standardization, standardization strategy, mobile communications
Further information	