

Panel Discussion

How to Sell Education on Standardization to Universities, Industry, etc.

Moderator: John L. Hill

Why this topic?

- 2007
 - an enormous gap exists between the manifest and latent needs for standardization education.
 - Few policy makers notice the contribution of standards to industry and society.
 - Company managers lack awareness of the strategic importance of standards for their company in terms of market share and effectiveness of the organization.
 - The people who do the standards work, e.g. experts who participate in standards committees, mostly do so without any education or training. They are not aware that findings in standardization research and training in professional skills could enhance their effectiveness considerably.
- 2008
 - the gap can be bridged by cooperation between governments, industry, national standards bodies, academia and other educational institutions.

Who is on the Panel?

- Donggeum Choi - Korean Standards Association
- Onno Elzinga - ECMA International
- Yukiko Kamijo - Kanazawa Institute of Technology
- Shiro Kurihara - Hitotsubashi University
- Stephen Kwan - San Jose State University
- James Olshefsky - American Society for Testing and Materials
- Wenhui Zhao - China National Institute of Standardization