

Diagram III

Prediction of How Unstable Global Markets Will Affect Corporate Behavior

Change in Global Market →

Predicted Corporate Behavior

ICT Internet becomes Walrasian Auctioneer of Global e-commerce market	More B-to-B, more B-to-C based single exchange oriented transactions. Does not require on-going trust relationship with client. Market share in long term not important as global strategy.
Global mass market of consumption not tied to global mass production <ul style="list-style-type: none"> • first to market with new product • increased focus on R & D that finds new product first 	Seek to stabilize revenues within core technical competency through: <ul style="list-style-type: none"> • Control over protocols/standards that favor core technology • Licensing and certification standards • Political manipulation • Trade associations aimed at core technical competency in strategic partners
Increased risk associated with any investment aimed at future periods of time	Seek to protect core technical competency through: <ul style="list-style-type: none"> • Mergers/acquisitions along technical path • Focused R & D • Venture Capital investments in core and complementary technologies • Cartel-like alliances with common core technology partners Seek new sources of profits from: <ul style="list-style-type: none"> • Capital gains from sale of subsidiaries and internally created new ventures • Capital pins from investments in ventures in nonrelated industries