

**Why is ISO 9000 Norm a Club Good:  
Empirical evidence from France**  
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One of the ways for the company to achieve all the factors that are necessary to realise business success is the implementation of ISO certification (International Standard Organisation). Quality norms are very often associated with formal quality actions and activities that are by now widely diffused throughout business.

The objectives of the paper are to analyse the position of each kind of the adopters in the ISO certification's network, to show if it is possible that the positive status of one company in the network could have also a positive effect on the other direct or indirect members of the network and to evaluate the degree of possible advantages that different participants can receive from the network's effect.

Companies tried in different ways to benefit from signals of quality (brand reputation), improvement of performance and the network's effect. Companies that are not directly certified with ISO trust in the effect of the network, so they understand that ISO certification as a Club Good could be beneficial also for indirect participant. The companies in this position believe that the company's positive image on the market will be reflected, so that they can profit from network advantage.

We analysis the company's working and capital productivity to understand better the influence of different types of ISO adopters on those company's characteristics. The results based on French surveys (the Annual Survey of Industry (EAE) and the Organizational Changes and Computerization of 1997 (COI)) help us to define the position of each kind of adopters inside the network. The findings suggest that the positive status of one member inside the ISO network could be reflected event on the members out of ISO network if they have correlation.