



m>business2006

m>Business Revisited - From Speculation to Reality

International Conference on
Mobile Business

26-27 June 2006
Copenhagen, Denmark



Papers by Session

Track A: Mobile Marketing

A Contribution to Theory Building for Mobile Marketing: Categorizing Mobile Marketing Campaigns through Case Study Research
Key Pousttchi and Dietmar G. Wiedemann

Mobile Advertising Effectiveness: An Exploratory Study
Dimitris Drossos and George M. Giaglis

How do Consumers React to Mobile Marketing?
Kristina Heinonen and Tore Strandvik

Track B: Mobile Payment

Card-based Macropayment for Mobile Phones
Philip Garner, Reuben Edwards, and Paul Coulton

Individual Tariffs for Mobile Services: Theoretical Framework and a Computational Case in Mobile Music
Hong Chen and Louis-Francois Pau

A Systematic Approach to Explain the Delayed Deployment of Mobile Payments in Switzerland
Jan Ondrus and Yves Pigneur

Track C: Industry Impact of Mobile Technologies

Using Conceptual Modeling and Value Analysis to Identify Sustainable m>Business Models in Industrial Services
Jesper Thestrup, Trine F. Sørensen, and Mauro De Bona

Mobile Technologies and the Value Chain: Participants, Activities and Value Creation
Constantinos Coursaris, Khaled Hassanein, and Milena Head

A SME-Friendly Framework for the Provision of Mobile Services
Michael Decker, Gunther Schiefer, and Rebecca Bulander

Track A: M-business: Organizational Applications (1)

Understanding Effects and Determinants of Mobile Support
Tools: A Usability-Centered Field Study on IT Service Technicians
Key Pousttchi and Bettina Thurnher

The Fit between Mobile Task and Mobile Work Support: A Theoretical Framework
Yufei Yuan and Wuping Zheng

Collaboration Using Mobile Technologies (MCTs): When is It Essential?
Damon E. Campbell, Saonee Sarker, and Joseph S. Valacich

Track B: Mobile Multi-media Services

"IMS in a Bottle": Initial Experiences from an OpenSER-Based Prototype Implementation of the 3GPP IP Multimedia Subsystem
Joachim Fabini, Peter Reichl, Alexander Poropatich, Rainer Huber, and Norbert Jordan

E-Pass Using DRM in Symbian v8 OS and TrustZone : Securing Vital Data on Mobile Devices
Wan Huzaini Wan Hussin, Reuben Edwards, and Paul Coulton

Comparing Business Models for Multimedia Content Distribution Platforms
Michaël Van Bossuyt and Pieter Ballon

Track C: New M-business Concepts

Traveling from B2B to B2C: Piloting a Moblog Service for Tourists
Petteri Repo, Kaarina Hyvönen, and Mika Saastamoinen

Developing Personal Network Business Models
Dan Saugstrup and Anders Henten

Track A: Crossroads Copenhagen Reception

The Co-chair Crossroads Copenhagen is a network of private and public enterprises along with research institutions. They all share a common interest in new media, culture and communication technology based on user driven innovation i.e. the user is put in the centre of all R+D activities. At the reception some of the projects will be presented with examples of how to work user driven.

Track B: Demonstration of WiMax

Track C: WWI Business Models

Track A: M-business: Organizational Applications (2)

Give Me a Mobile Phone, and I Will Work Harder! Assessing the Value of Mobile Technologies in Organizations: An Exploratory Research

Isaac Henri and Leclercq Aurélie

Mobile Organic Certification (MobiCert)—A Theoretical Foundation for a Practical Project

Nhiem Lu and Paula Swatman

Mobile Technology As an Enabler of Organizational Agility

Vlad Krotov and Iris Junglas

Track B: M-Commerce: Lessons Learned from Experiences

An Exploration on Mobile Social Networking: Dodgeball as a Case in Point

Nina D. Ziv and Bala Mulloth

Lessons in Business Model Development from Early Mobile Internet Services in Japan

Toshihiko Yamakami

From Hype to Reality: A Case Study on the Evolution of the Swiss WISP Industry

Giovanni Camponovo and Yves Pigneur

Track C: Mobile Information Systems Development

Service Oriented Design Methodologies for Mobile Applications

I.T. Hawryszkiewicz and R. Steele

Mutual Authentication and Key Agreement for GSM

K. Phani Kumar, G. Shailaja, A. Kavitha, and Saxena Ashutosh

Investigation of Proposed Applications for LBS Enabled Mobile Handsets

Matthew McMahon and Chris Steketee

Application of A Remote Surveillance System with Mobile Phone-Enhanced User Interface

Yoshiro Imai, Yuichi Sugie, Yukio Hori, and Shin'ichi Masuda

Track D: M-Health

Mobile Computing Instead of Paper Based Documentation in German Rheumatology

Jutta G. Richter, Mirco Nixdorf, Arnd Becker, Tobias Koch, Robert Monser and Matthias Schneider

Personal Heart Monitoring and Rehabilitation System Using Smart Phones

Peter Leijdekkers and Valérie Gay

Generating User Interfaces from CDISC ODM for Mobile Devices

Guido M. de Melo, Jürgen Nagler-Ihle, and Michael Weber

Track A: Economics of M-business (1)

Unwired Collective Action: Motivations of Wireless Community Participants

Maria Bina and George M. Giaglis

New Mobile Technologies: Sustaining or Disruptive?

Su-En Tan and Anders Henten

An Expert Model on Barriers to Implement Mobile Data Services

Martin Steinert

Track B: Social and Societal Impact

The Emerging Ethics of Humancentric GPS Tracking and Monitoring

Katina Michael, Andrew McNamee, and MG Michael

"Am I Disturbing You?": A Research Model for Investigating the Use of Mobile Phones in Social Settings

Robert C. Nickerson and Henri Isaac

Personality Traits and Privacy Perceptions: An Empirical Study in the Context of Location-Based Services

Iris Junglas and Christiane Spitzmüller

Track C: Mobile Advertising

Mobile Advertising in the Eyes of Retailers and Consumers—Empirical Evidence from a Real-Life Experiment

Hanna Komulainen, Annu Ristola, and Johanna Still

Track A: Economics of M-business (2)

The Two-Sided Coin of Innovative Mobile Telecommunication Market
Lucia Marchegiani

Me-Commerce: An Infrastructure for Personal Predictive Mobile Commerce
Andreas Komninos, Peter Barrie, Julian Newman, and Stuart Landsburgh

Track B: Adoption and Diffusion

Exploring the Critical Success Factors for Mobile Commerce
Haiqi Feng, Tamara Hoegler, and Wolffried Stucky

Adoption Factors of Mobile Services
Banu Kargin and Nuri Basoglu

Track C: Future Trends

Mobile Broadband Race: Friend or Foe
Chor Min Tan and Chin Chin Wong

From Macedonia to Mauritius: New Trajectories in Wireless Broadband Development
Bojan Angelov and Bharat Rao

Will Mobiles Dream of Electric Sheep? Expectations of the New Generation of Mobile Users: Misfits with Practice and Research
Paul Fox, Jonathan Wareham, Davar Rezaia, and Ellen Christiaanse