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)
Understandig 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 Hyyonen, 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. Hawryszkiewycz 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 Sugiue, 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-Ihlein, 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

Paul Fox, Jonathan Wareham, Davar Rezania, and Ellen Christiaanse