Preface ........................................................................................................................................... vii
Acknowledgments ...................................................................................................................... xii

Section I. Consumer Applications of M-Business

Chapter I. Mobile Innovation and the Music Business in Japan:
The Case of Ringing Tone Melody (“Chaku-Mero”) ................................................................. 1
   Akira Takeishi, Hitotsubashi University, Japan
   Kyoung-Joo Lee, Hitotsubashi University, Japan

Chapter II. Strategic Implications of M-Banking Services in Japan ....................... 14
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand
   Stuart J. Barnes, University of East Anglia, UK

Chapter III. Buongiorno! MyAlert: Creating a Market to Develop a Mobile Business ................................................................. 29
   Guillermo de Haro, Instituto de Empresa, Madrid, Spain
   José María Garcia, Instituto de Empresa, Madrid, Spain

Chapter IV. Customer Perceptions Towards Mobile Games Delivered via the Wireless Application Protocol ................................................................. 48
   Clary Shchiglik, Victoria University of Wellington, New Zealand
   Stuart J. Barnes, University of East Anglia, UK
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand
Chapter V. Barcode Applications for M-Business ..................................................... 66
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand
   Stuart J. Barnes, University of East Anglia, UK

Section II. Mobile Marketing

Chapter VI. Mobile Advertising: A European Perspective ................................. 82
   Tawfik Jelassi, Ecole Nationale des Ponts et Chaussées, Paris, France
   Albrecht Enders, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany

Chapter VII. Key Issues in Mobile Marketing: Permission and Acceptance .......... 96
   Stuart J. Barnes, University of East Anglia, UK
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand

Chapter VIII. Consumer Perceptions and Attitudes Towards Mobile Marketing .... 109
   Amy Carroll, Victoria University of Wellington, New Zealand
   Stuart J. Barnes, University of East Anglia, UK
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand

Section III. Organizational Applications of M-Business

Chapter IX. How Mobile Technologies Enable Best Business Practice:
   A Case in the Fine-Paper Industry ................................................................. 124
   Vaida Kadytë, Åbo Akademi University, Finland

Chapter X. Bringing the Enterprise System to the Front Line: Intertwining
   Computerised and Conventional Communication at BT Europe ....................... 140
   Alf Westelius, Linköping University and Stockholm School of Economics, Sweden
   Pablo Valiente, Stockholm School of Economics, Sweden

Chapter XI. Wireless Sales Force Automation in New Zealand ......................... 156
   Brett Walker, Centre for Interuniversity Research & Analysis
   on Organizations, Canada
   Stuart J. Barnes, University of East Anglia, UK
   Eusebio Scornavacca, Victoria University of Wellington, New Zealand

Chapter XII. A Mobile Portal Solution for Knowledge Management ................... 173
   Stefan Berger, Universität Passau, Germany
   Ulrich Remus, University of Erlangen-Nuremberg, Germany
Section IV. Mobile Applications in Healthcare

Chapter XIII. M-Health: A New Paradigm for Mobilizing Healthcare Delivery  ...... 187
Nilmini Wickramasinghe, Stuart Graduate School of Business, Illinois Institute of Technology, USA
Steve Goldberg, INET International Inc., Canada

Chapter XIV. A Prehospital Database System for Emergency Medical Services .... 205
Nada Hashmi, 10Blade, Inc., USA
Mark Gaynor, Boston University, School of Management, USA
Marissa Pepe, Boston University, School of Management, USA
Matt Welsh, Harvard University, USA
William W. Tollefsen, Boston University, School of Medicine, USA
Steven Moulton, Boston University, School of Medicine, USA
Dan Myung, 10Blade, Inc., USA

Chapter XV. Adoption of Mobile E-Health Service: A Professional Medical SMS News Service in Finland ................................................................. 220
Shengnan Han, Åbo Akademi University, Turku, Finland
Pekka Mustonen, The Finnish Medical Society Duodecim, Finland
Matti Seppänen, The Finnish Medical Society Duodecim, Finland
Markku Kallio, The Finnish Medical Society Duodecim, Finland

Chapter XVI. Outcomes of Introducing a Mobile Computing Application in a Healthcare Setting .................................................................................... 235
Liz Burley, Swinburne University of Technology, Australia
Helana Scheepers, Monash University, Australia
Barbara Haddon, Intelligent Data Pty Ltd, Australia

Section V. Mobile Technologies in International Markets

Chapter XVII. Market Configuration and the Success of Mobile Services: Lessons From Japan and Finland ................................................................. 253
Jarkko Vesa, Helsinki School of Economics, Finland

Chapter XVIII. Digital Multimedia Broadcasting (DMB) in Korea: Convergence and Its Regulatory Implications ......................................................... 270
Seung Baek, Hanyang University, Korea
Bong Jun Kim, Korea Telecommunications (KT) Marketing Laboratory, Korea
About the Authors ................................................................. 285

Index ...................................................................................... 293