Table of Contents

Foreword ........................................................................................................................................... xxiii

Preface ............................................................................................................................................. xxv

Section 1
Introduction to Mobile Marketing

Chapter 1
Mobile Marketing Management: Marketing Objectives, Types and Implementation Techniques .......... 1
Key Pousttchi, University of Augsburg, Germany
Dietmar G. Wiedemann, University of Augsburg, Germany

Chapter 2
Reviewing Mobile Marketing Research to Date: Towards Ubiquitous Marketing .............................. 10
Dimitris Drossos, University of the Aegean; Athens University of Economics and Business, Greece
George M. Giaglis, University of the Aegean; Athens University of Economics and Business, Greece

Chapter 3
Framework for Mobile Marketing: The Locales Framework ........................................................... 37
Dennis Lee, American University in Dubai, UAE
Ralf Muhlberger, The University of Queensland, Australia
Mark Brown, The University of Queensland, Australia

Chapter 4
Factors Affecting Mobile Advertising.............................................................................................. 58
Ramin Vatanparast, Nokia Interactive Advertising, USA

Chapter 5
Advertising Challenges in Ubiquitous Media Environments .......................................................... 77
Maria Åkesson, Halmstad University, Sweden
Carina Ihlström Eriksson, Halmstad University, Sweden
Chapter 6
Segmentation Challenges Posed by ‘Transnationals’ in Mobile Marketing ................................................. 94
Ibrahim Sirkeci, European Business School London, Regent’s College, UK
Richard Mannix, European Business School London, Regent’s College, UK

Chapter 7
Situation Approach as Success Factor of Mobile Marketing................................................................. 115
Jörg Link, University of Kassel, Germany
Franziska Seidl, University of Kassel, Germany

Chapter 8
A Framework for Understanding Mobile Value Offering through Multi-Country Studies .................. 129
Kala Chand Seal, Loyola Marymount University, USA

Section 2
Technological Issues in Mobile Marketing

Chapter 9
Supporting Marketing Practices: Mobile Network Operators’ Value Added Services
Changing the Way of Doing Business ................................................................. 158
Süphan Nasir, Istanbul University, Turkey

Chapter 10
Mobile Customer Relationship Management (mCRM): Constraints and Challenges ..................... 173
Günter Silberer, University of Mannheim, Germany
Sebastian Schulz, University of Göttingen, Germany

Chapter 11
Employment and Acceptance of Near Field Communication in Mobile Marketing ......................... 190
Klaus-Peter Wiedmann, Leibniz Universität Hannover, Germany
Marc-Oliver Reeh, Leibniz Universität Hannover, Germany
Henrik Schumacher, Leibniz Universität Hannover, Germany

Chapter 12
Mobile Customer Acquisition in the Swiss Health Care Industry: An Empirical Study ................ 213
Niklas Nohlen, Institute of Research on Information Systems (IRIS), Germany
Stefan Smolnik, European Business School (EBS), Germany
Gerold Riempp, International University Schloss Reichartshausen, Germany

Chapter 13
Opportunistic Networks as an Enabling Technology for Mobile Word-of-Mouth Advertising .......... 236
Andreas Heinemann, Competence Center for Applied Security Technology, Germany
Tobias Straub, Baden-Württemberg Cooperative State University, Germany
Section 3
Research Issues in Mobile Marketing

Chapter 14
Theories behind Mobile Marketing Research
Ramin Vatanparast, Nokia Interactive Advertising, USA

Chapter 15
In Search of Successful Mobile Advertising: Consumer and Business Perspectives
Stuart J. Barnes, University of East Anglia, UK
Eusebio Scornavacca, Victoria University of Wellington, New Zealand
Jonathon McKenzie, Run the Red - Mobile Enables, New Zealand
Amy Carroll, Citigroup, New Zealand

Chapter 16
The Impact of Gender and Age on Consumer Responsiveness to Permission-Based Mobile Advertising
Heikki Karjaluoto, University of Jyväskylä, Finland
Heikki Lehto, Brandson, Ltd, Finland
Matti Leppäniemi, University of Oulu, Finland

Chapter 17
Mobile DM Coupon Promotion in Japan: A Case Study on Response Behavior Changes in Services Consumption
Fumiyo N. Kondo, The University of Tsukuba, Japan
Yasuhiro Uwadaira, WACCORD Co., Ltd., Japan
Mariko Nakahara, Hitachi Ltd., Japan
Shahriar Akter, East West University, Bangladesh

Chapter 18
Mobile Store Environment Dynamics: An Interdisciplinary Approach
Adam P. Vrechopoulos, Athens University of Economics and Business, Greece
Emmanouela E. Manganari, Athens University of Economics and Business, Greece
George J. Siomkos, Athens University of Economics and Business, Greece

Chapter 19
Mobile Loyalty Programs: Relevance for Relationship Management and Consumer Acceptance
Andreas Mann, SVI-Stiftungslehrstuhl für Dialogmarketing, Germany
Jan Prein, University of Kassel, Germany
Chapter 20
Analyzing the Forwarding Behavior in Mobile Viral Marketing: An Empirical Study

Dietmar G. Wiedemann, University of Augsburg, Germany
Tobias Haunstetter, University of Augsburg, Germany
Key Pousttchi, University of Augsburg, Germany

Chapter 21
Understanding Consumer Recommendation Behavior

Wen-Kuo Chen, Chaoyang University of Technology, Taiwan
Heng-Chiang Huang, National Taiwan University, Taiwan
Seng-Cho T. Chou, National Taiwan University, Taiwan

Section 4
Managerial Issues in Mobile Marketing

Chapter 22
Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile Marketing Campaigns

Süphan Nasir, Istanbul University, Turkey

Chapter 23
Interactive Customer Retention Management for Mobile Commerce

Dirk Mühlbruch, Martin-Luther-University Halle-Wittenberg, Germany
Steffen Dölling, Martin-Luther-University Halle-Wittenberg, Germany
Falk Ritschel, Martin-Luther-University Halle-Wittenberg, Germany

Chapter 24
Mobile Business and Mobile TV: Available Technologies, Future Opportunities and New Marketing Trends

Marco Garito, Viale Fulvio Testi Milano, Italy

Chapter 25
Brand Driven Mobile Marketing: 5 Theses for Today and Tomorrow

Christopher Quente, Creative Director, Germany

Compilation of References

About the Contributors

Index