# Mobile and Wireless Systems Beyond 3G: Managing New Business Opportunities

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preface</td>
<td>vi</td>
</tr>
<tr>
<td></td>
<td><strong>Section I: Market View</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3G Wireless Market Attractiveness: Dynamic Challenges for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitive Advantages</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><em>Margherita Pagani, I-LAB Centre for Research on the Digital Economy, Bocconi University, Italy</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Section II: Determinants of Mobile Technology Adoption</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corporate Adoption of Mobile Cell Phones: Business Opportunities for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3G and Beyond</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td><em>G. Keith Roberts, University of Redlands, USA</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>James B. Pick, University of Redlands, USA</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter III</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adoption of Mobile Data Services: Towards a Framework for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sector Analysis</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td><em>Elizabeth Fife, University of Southern California, USA</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Francis Pereira, University of Southern California, USA</em></td>
<td></td>
</tr>
</tbody>
</table>
Section III: Business Opportunities with Mobile Services and Applications

Chapter IV
Incorporating Commercial Space Technology into Mobile Services: Developing Innovative Business Models ................................................82
Phillip Olla, Brunel University, UK

Chapter V
Ubiquitous Commerce: Beyond Wireless Commerce ......................... 114
Holtjona Galanxhi-Janaqi, University of Nebraska – Lincoln, USA
Fiona Fui-Hoon Nah, University of Nebraska – Lincoln, USA

Chapter VI
Tracking and Tracing Applications of 3G for SMEs .......................... 130
Bardo Fraunholz, Deakin University, Australia
Chandana Unnithan, Deakin University, Australia
Jürgen Jung, Uni Duisburg-Essen, Germany

Section IV: Technical Challenges

Chapter VII
Next Generation Cellular Network Planning: Transmission Issues and Proposals ............................................................................................. 156
Spiros Louvros, COSMOTE S.A., Greece
Athanassios C. Iossifides, COSMOTE S.A., Greece

Chapter VIII
Packet Level Performance Measurement Schemes and Their Limitations .............................................................................................. 183
John Schormans, Queen Mary University of London, UK
Chi Ming Leung, Queen Mary University of London, UK

Section V: Security Issues

Chapter IX
The Smart Card in Mobile Communications: Enabler of Next-Generation (NG) Services .............................................................. 221
Claus Dietze, The European Telecommunications Standards Institute (ETSI), France
Chapter X
Recent Developments in WLAN Security ............................................. 254
Göran Pulkkis, Arcada Polytechnic, Finland
Kaj J. Grahn, Arcada Polytechnic, Finland
Jonny Karlsson, Arcada Polytechnic, Finland
Mikko Martikainen, Arcada Polytechnic, Finland
Daniel Escartin, Escuela Universitaria Politecnica de Teruel, Spain

Chapter XI
Security, Privacy, and Trust in Mobile Systems and Applications .... 312
Marco Cremonini, University of Milan, Italy
Ernesto Damiani, University of Milan, Italy
Sabrina De Capitani di Vimercati, University of Milan, Italy
Pierangela Samarati, University of Milan, Italy
Angelo Corallo, University of Lecce, Italy
Gianluca Elia, University of Lecce, Italy

Section VI: Turning the Threat into an Opportunity

Chapter XII
Visions for the Completion of the European Successful Migration to 3G
Systems and Services: Current and Future Options for Technology
Evolution, Business Opportunities, Market Development, and
Regulatory Challenges ................................................................. 342
Ioannis P. Chochliouros, Hellenic Telecommunications Organization
S.A. (OTE), Greece
Anastasia S. Spiliopoulou-Chochliourou, Hellenic Telecommunications
Organization S.A. (OTE), Greece

Appendix ............................................................................................. 369

About the Authors .............................................................................. 388

Index .................................................................................................. 396