# Index

## Symbols

3G mobile 282  
access technologies 17  
adjustment processes 237  
after-market business 108  
automation 109  
automotive industry 106  
average revenue per user 205  
B2B services 298  
B2C commerce 298  
B2C e-commerce 70  
back office 185  
brand 89  
broadcasting and communication 162  
BUMMAT model 1  
business models  
2, 147, 205, 221, 235  
business networks 236  
business value 131  
business-to-business (B2B) 107, 120, 147  
cable 162  
channel conflicts 270  
channel domination 184  
channel integration 184  
channel management 321  
China 205  
cHTML 207  
click and mortar strategies 184  
comparison matrices 52  
consultancy services 270  
consumer auction markets 250  
consumer behavior 70  
consumer communication 70  
consumer decision-making process 17  
consumer markets 51  
consumer preference 18, 69  
convergence 1  
critical factors 204  
critical success chains (CSC) 281  
CSoft metamodel 235  
customer channels 322  
customer interface 185  
customer loyalty 91  
customer relationship 90, 237  
customer’s perceived value 89
D

data networks 122
diffusion of innovations 34
digital channels 89
digital distribution channel 322
digital games 147
digital marketing communication 90
digital phone 221
digital services 2
digital television 17, 162, 296
digital TV 250
Digital Video Broadcasting project (DVB) 162
disciplined sociological imagination 309
disciplined technological imagination 309
distribution channels 321
distribution models 221
dominant view 297

E

e-business 106, 269
e-business strategy 107
e-commerce activities 184
electronic banking 33
electronic commerce 33, 251
electronic consumer markets 52
electronic distribution channels 17
electronic marketplace 123
electronic markets 18, 52
electronic retailing 17
dominant view 297
end-user perspective 1
Europe 205

F

full-service contracts 120

G

gambling markets 171
gambling operator 175
game developers 147

globalization 106
GPRS 208
grocery retailing industry 184

I

i-mode 206
implementation factors 106
industry positions 147
information and communications technology (ICT) 120
information logistics 106
information retrieval 54
information society 310
information systems (IS) 122, 282
innovative technologies 284
intelligent bearings 120
interactive TV applications 164
intermediaries 269
Internet 296
Internet commerce 270
Internet gambling 171, 173
Internet Protocol Television (IPTV) 162
Internet technologies 250
Internet-based commerce 51
Internet-based platform 297
IT road service 310

J

Japan 205
Java-enabled phones 221

L

legislators 172
license holders 172
location-based services 321
logistics 106

M

m-commerce 131
machine-to-machine (M2M) 298
mainframe technology 109
manufacturing companies 120
manufacturing strategy 120
metamodel 237
micro-payments 33
middle-men actors 269
mobile commerce 33
mobile computing 131
mobile credit card billing 33
mobile data services 205, 259
mobile device 33, 131, 147
mobile entertainment services 221
mobile financial services 281
mobile game 148, 222
mobile iMode services 221
mobile Internet 33, 205
mobile IT 133
mobile payment adoption 33
mobile payment pilots 35
mobile payment solutions 33
mobile phones 296
mobile terminals 17
multi-channel 1, 17, 69, 162
multi-channel business 296
multi-channel context 2
multi-channel e-business 147
multi-channel environment 296
multi-channel marketing 90
multi-channel retailers 184
multi-channel services 310
multi-channel strategy 184
multi-channel technologies 250
multi-device business 1
multi-service 1
Multimedia Home Platform (MHP) 162

O
online channels 184
online consumer auction markets 250
online gambling 174
open platforms 162
operator-driven business models 204

P
pay-TV 164
PDAs (personal digital assistants) 221
personal customer information management 270
personalization 89
platform 147
potentially important factors 297
procurement 321
proprietary platforms 162
purchasing habits 70

R
reengineering 238
remote gambling 173
requirements-design interface 281
retailing industry 17
revenue logics 221

S
satellite 162
search-purchase tool 251
service mediaries 1
service packages 270
service process analysis (SPA) 120
service providers 270
service-centric business model 2
services-based systems 120
smart card 33
software agents 52
software business models 221
software comparison tool 52
South Korea 205
spare parts 106

N
network secretaries 310
networked business model 237
NTT DoCoMo 206
stakeholder 131
stories 310
supply chain management 106
supply-chain evolution 108

T

technological convergence 172
technology acceptance model 34
technology diffusion 34
telco operators 147
telecom operators 2
terrestrial 162
third generation cellular networks (3G) 131
third-generation mobile software applications 282
top boxes 259
top boxes 53
TrottingPal system 131
trust 40

U

unimportant factors 297

V

value chain 1, 237
value networks 238
Vodafone Live! 208

W

WAP 207
weak signals 297
wearable technology 321
Web-based auctions 251
wide audience end users (WAEU) 281
wireless networks 131
wireless technologies 250
wireless-network-connected devices 148