12th INTERNATIONAL CONFERENCE ON MOBILE BUSINESS (ICMB 2013)

10-13 June, 2013
ESCP Europe, Heubnerweg 8-10, 14059 Berlin, Germany

PROGRAM

Helpline: Simon Jahn +49 (151) 58715917
Monday, 10th June

**Doctoral Consortium**

*Doctoral Consortium Committee:*

Markus Bick, ESCP Europe Berlin (Chair)
Andreas Albers, Goethe University Frankfurt am Main
Steven Alter, University of San Francisco
Kalle Lyytinen, Case Western Reserve University
Jan M. Pawlowski, University of Jyväskylä
Arnold Picot, Ludwig-Maximilians-Universität Munich

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**8th Conference on Mobility and Ubiquitous Systems**

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**Welcome Reception**

**Time:** 19:30-21:30
**Venue:** Potsdamer Platz 1, 10785 Berlin
**Public Transport:**
- S: Potsdamer Platz (1 min.)
- U: Potsdamer Platz (2 min.)

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## Tuesday, 11th June

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<td>08:30-09:00</td>
<td><strong>Registration</strong></td>
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<td><strong>Hörsaal 4</strong></td>
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<td>09:00-09:15</td>
<td><strong>Opening Session</strong></td>
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<td>Key Pousttchi, General Chair ICMB 2013</td>
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<td>09:15-10:45</td>
<td><strong>Keynote: Current market trends in mobile business</strong></td>
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<td>John Stand, CEO, Strand Consult</td>
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<td>10:45-11:15</td>
<td><strong>NETWORKING BREAK</strong></td>
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<td>11:15-13:00</td>
<td><strong>Session 1: B2C services and applications</strong></td>
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<td>Session Chair: David Tilson</td>
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<td></td>
<td>MULTIDIMENSIONAL PARTICIPATION IN HYBRID WIRELESS COMMUNITIES</td>
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<td></td>
<td>Giovanni Camponovo, Anna Pico and Lorenzo Cantoni</td>
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<td>MOBILE MUSIC BUSINESS MODELS IN ASIA’S EMERGING MARKETS</td>
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<td>Laili Aidi, Jan Markendahl, Konrad Tollmar, Ekambar Selvakumar, Jin Huang and Greger Blennerud</td>
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<td>MOBILE ADVERTISEMENTS IN DISGUISE AND THEIR EFFECT ON TRUST PROPENSITY AND INTENTION TO USE</td>
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<td>Mihai Calin, Basil Hess and Juliana Sutanto</td>
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<td>13:00-14:30</td>
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<td>14:30-16:00</td>
<td><strong>Session 2: B2B services and applications</strong></td>
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<td>Session Chair: Junichi Iijima</td>
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<td></td>
<td>DOMINANT ISSUES AND CONCEPTUAL APPROACHES IN MOBILE BUSINESS RESEARCH</td>
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<td>Joseph Budu and Richard Boateng</td>
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<td>WHY IS THERE VARIATION IN THE NATURE OF ORGANIZATIONAL MOBILE IT ADOPTION? AN EMPIRICAL STUDY OF THE INFLUENCE OF ORGANIZATIONAL CULTURE ON ORGANIZATIONAL MOBILE IT ADOPTION</td>
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<td>Thomas Sammer</td>
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<td>MOBILE TECHNOLOGY FOR SUPPLY CHAIN MANAGEMENT: THE CASE OF A BRAZILIAN BEEF CHAIN</td>
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<td>Amarolinda Zanela Klein, Eliane Gomes Da Costa, Luciana Marques Vieira and Rafael Teixeira</td>
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<td><strong>Session 3: Mobile payment services and applications</strong></td>
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<td>COOPERATION AND COMPETITION DURING EVOLUTION OF TECHNOLOGY BASED SERVICE INNOVATION - THE CASE OF DEVELOPMENT OF NFC ENABLED MOBILE SERVICES IN NICE</td>
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<td>Per Andersson, Jan Markendahl, Lars-Gunnar Mattsson and Christopher Rosenqvist</td>
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<td>FACTORS INFLUENCING THE SLOW RATE OF PENETRATION OF NFC MOBILE PAYMENT</td>
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<td>IN WESTERN EUROPE</td>
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<td>Tatjana Apanasevic</td>
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<td>FROM LOYALTY POINTS TO VIRTUAL CURRENCIES: EXPANDING LOYALTY SCHEMES FOR MOBILE PLATFORMS</td>
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<td>Uschi Buchinger, Heritiana Ranaivoson and Pieter Balion</td>
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16:00-16:30  
NETWORKING BREAK

Hörsaal 4

16:30-18:00  
Session 4: Markets and networks

Session Chair: Detlef Schoder

VENTURE FINANCING IN THE MOBILE ECOSYSTEM
Rahul Basole and Jagannath Putrevu

AT&T VS VERIZON: MINING TWITTER FOR CUSTOMER SATISFACTION TOWARDS NORTH AMERICAN MOBILE OPERATORS
Demetrios Pournarakis, Chris D. Kounavis, Dionisios N. Sotiropoulos and George M. Giaglis

BIG DATA ANALYTICS FOR MOBILE OPERATORS
Jean-Carlo Bonilla, Bharat Rao and Latif Bentahar

Hörsaal 3

Session 5: Mobile payment services and applications - Panel session

Session Chair: Jan Markendahl

Per Andersson, Stockholm School of Economics
Jan Ondrus, ESSEC Business School
Key Pousttchi, University of Augsburg
Reinhold Sigler, Managing Director, Peaches Group

Science meets industry evening
Including best paper award ceremony and presentation of ICMB 2014

Time: 20:00
Venue: Solar Skybar, Stresemannstraße 76, 10963 Berlin
Public Transport: S Berlin Anhalter Bahnhof (3 min.)

When you stand at the ruins of old “Anhalter Bahnhof” you see the pitstop gateway on the other side of the street. The solar entrance is on the ground floor of the tower building which is located in the inner court yard. (There is no sign “indicating solar”!)
Wednesday, 12th June

Hörsaal 4
09:00-09:15 Welcome Session
Key Poustchi, General Chair ICMB 2013

Hörsaal 4
09:15-10:45 Meet-the-editors Session: What could m-commerce and m-business research contribute to IS research?
Kalle Lyytinen, Past Editor in Chief, Journal of AIS
Bill Kettinger, Senior Editor, MIS Quarterly/MISQ Executive
George Giaglis, Editorial Board, Telecommunications Policy
Detlef Schoder, Department Editor, Journal of BISE

10:45-11:15 NETWORKING BREAK

Hörsaal 4
11:15-13:00 Session 6: Technologies and platforms
Session Chair: Frédéric Thiesse
SUCCESS AND FAILURE: TWO LONGITUDINAL CASE STUDIES ON MEDIA-TABLET USAGE IN CRM
Thomas Sammer, Sandro Vögeli and Andrea Back
ELECTRIC MOBILITY ROAMING FOR EXTENDING RANGE LIMITATIONS
Kay Noyen, Matthias Baumann and Florian Michahelles
EFFICIENT ENCODING AND TRANSMISSION OF DIGITAL RECEIPTS FOR MOBILE COMMERCE
Matthias Raffelsieper, Alexander Ilic, Thorben Keller and Elgar Fleisch

Hörsaal 3
13:00-14:30 Session 7: B2C services and applications (Short Papers)
Session Chair: Milena Head
PROTOTYPING A TABLET APPLICATION FOR THE REHABILITATION OF STROKE PATIENTS
Richard Hable, Elisabeth Pergler and David Ram
MOBILE GOVERNMENT, QUO VADIS? – OPPORTUNITIES AND RISKS OF MOBILE E-GOVERNMENT SERVICES
Wolfgang Palka, Marlen Jurisch, Veronika Schreiber, Petra Wolf and Helmut Krcmar
DEVELOPMENT OF A LOCAL OUTDOOR MOBILE TOUR GUIDE IN HTML5 – A BUSINESS MODEL APPROACH
Niklas Eriksson, Magnus Westerlund, Carl-Johan Rosenbröijer, Hellevi Attoniemi, Ted Mellin and Krista Fransman
CONTEXTUAL ENABLERS AND CONSTRAINTS OF USER ACCEPTANCE OF INTERACTIVE TECHNOLOGIES IN ART MUSEUMS – A FIELD STUDY
Elisabeth Pergler and Daniela Glatz
THE WIRELESS READINESS INNOVATION INDEX: ENHANCING THE EFFECTIVENESS OF THE PUBLIC SECTOR IN NEW SERVICE INTRODUCTION
Anna Kasimati, Panos Kourouthanassis, Efpraxia Zamani and George Giaglis
CHANGE OF MARKET STRUCTURE FOR MOBILE PAYMENTS SERVICES IN SWEDEN - THE CASE OF SMS TICKETS
Jan Markendahl

13:00-14:30 LUNCH
Wednesday, 12th June (continued)

Hörsaal 4

14:30-16:00

Session 8: Public services and political issues
Session Chair: George Giaglis

MOBILE APP IN FLOOD DISASTER: WHAT INFORMATION DOES THE USER PREFER?
Natt Leelawat, L.G. Pee and Junichi Iijima
SECOND HAND TECHNOSTRESS AND ITS DETERMINANTS IN THE CONTEXT OF MOBILE DEVICE INTERRUPTIONS
Sonia Camacho, Khaled Hassanein and Milena Head
MOBILE SERVICES IN THE SMART CITY: FRAMING THE POTENTIAL ROLES OF CITY GOVERNMENTS
Nils Warrauens

Hörsaal 3

Session 9: B2B services and applications and mobile technologies (Short Papers)
Session Chair: Steve Alter

ANALYZING M-SERVICE QUALITY DIMENSIONS USING MULTIVARIATE STATISTICAL TECHNIQUES
Emmanouil Stiakakis, Christos Georgiadis and Kostas Petridis
THE PERFORMANCE AND RELIABILITY OF A RFID CYCLE-COUNT – A QUANTITATIVE APPROACH FROM FASHION RETAIL
Thomas Buckel and Frédéric Thiesse
TWO SIDES OF A SINGLE COIN: ASSESSING THE NET EFFECT OF ORGANIZATIONAL MOBILE IS/IT USE
Nikolaus Fischer and Stefan Smolnik
MEGA AND CONSUMER TRENDS – TOWARDS CARINDEPENDENT MOBILE APPLICATIONS
Greta Seeger and Markus Bick
CHALLENGES FOR DESIGNING AN AUTOMOTIVE SERVICE MARKETPLACE - LIMITS OF DESIGN IMITATION
Julia Manner, David Nienaber, Michael Schermann and Helmut Krcmar

16:00-16:30

Closing Session

Thursday, 13th June

Industry Program

Time: 09:00-13:00
Venue: Chausseestr. 5, 10115 Berlin
Public Transport: S Oranienburger Straße (7 min.)
U Oranienburger Tor (5 min.)

The industry program is supported by

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