



# NEW BUSINESS MODELS IN WIRELESS NETWORK

Juha Munnukka, Ph.D. candidate

# PUBLICATIONS PROVIDED AND TO BE PROVIDED

## **New Business Models in Wireless Network**

- ◆ Revenue sharing in mobile services business
  - ◆ Journal of Information Technology Theory & Application
- ◆ Pricing strategy for faster diffusion
  - ◆ The Journal of Interactive Marketing
- ◆ Innovativeness and readiness to pay for better quality
  - ◆ Journal of Product and Brand Management
- ◆ Bundle pricing strategy in mobile services business
  - ◆ The Second International Conference on Mobile Business, Vienna

# COMING ACTIVITIES

Consumer survey on users of mobile services

- ◆ Areas of consumer survey:
  - ◆ Consumer preference for bundling strategy?
  - ◆ Innovativeness and readiness to pay extra for higher quality mobile services?
  - ◆ Can there be achieved faster diffusion by pricing activities?