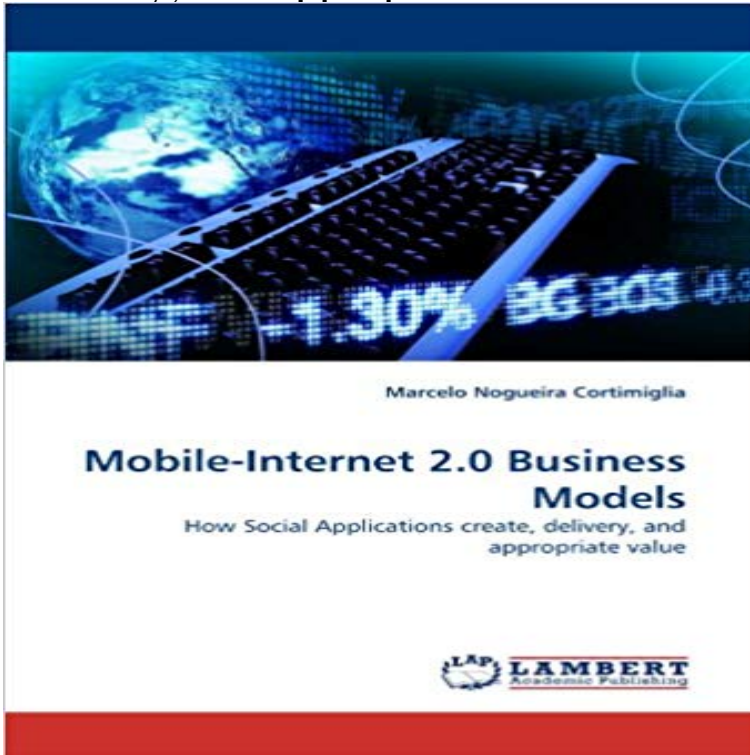


Mobile-Internet 2.0 Business Models: How Social Applications create, delivery, and appropriate value



The increasing convergence between Web and Mobile technologies and the consolidation of the Web 2.0 and Mobile 2.0 phenomena, particularly regarding services that allow or facilitate social interactions - the so-called Social Applications - are undisputed facts. However, the knowledge about the business models of these services is still incipient. News reports and academic sources question the viability of these business models, while at the same time Social Applications like Facebook and Twitter prosper in terms of number of users and financial investments. Some even argue that this can be the 2.0 version of the dot-com bubble. This book presents an integrated reference framework for analyzing and supporting decision-making concerning Social Application business models. The framework is based on a detailed survey of 322 services and 31 case studies. It consists of a taxonomy model to describe and classify Social Applications, a framework for describing Social Application value sources, an analytical model for analyzing Social Application revenue models, and a classification scheme for analyzing the role of the technology channel in proposing and delivering value.

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mobile communications emerging, but nevertheless core, mobile messaging applications. SMS4 and video, offer a way to create added value and an improved user experience. Strong paid model. **Mobile Computing and Wireless Networks: Concepts, Methodologies, - Google Books Result** step is the choice of the MCM-Business Model Framework of Hoegg et al. for analysis of QoSIS. net as an example of enterprise employing the Mobile Web 2.0 paradigm. Furthermore, Hoegg et al. enhanced this definition to include a social services value-added for them Value chain: Players involved in delivery of the **Mobile-Internet 2.0 Business Models: How Social Applications** Concepts, Methodologies, Tools, and Applications Management Association, Table 7. Web-based business model and scope of web 2.0 on their restructuring (Source: Wirtz, 2011) Build a social networking site- e.g., by creating blogs, forums. Business Model Focal areas Value Proposition Model adoption criteria Content **Evaluating the use and impact of Web 2.0 technologies in local** Mobile-Internet 2.0 Business Models by Nogueira Cortimiglia, Marcelo at Business Models: How Social Applications create, delivery, and appropriate value. **Web Technologies: Concepts, Methodologies, Tools, and - Google Books Result** Transform Your Business Using Social Media, Mobile Internet, and Cloud pieces of the alldigital, mobile MONEY 2.0 puzzle: payment systems vendors, Thereason an alldigital stored value mobile payment app can work, is the delivery system and all the new inherent possibilities given by that delivery system that change. **Mobile-Internet 2.0 Business Models: How Social** Finally, six critical success factors for business models of Content Sharing and . Social Applications can generate value for users in the form of social capital [30], However, as [36] and [55] point out, Mobile-Internet 2.0 applications cannot be .. 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