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Business Models at Work in the Mobile Service Sector

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ABSTRACT

This paper aims to enhance the knowledge of business models in the mobile service sector by exploring their key mechanisms and underlying components. By combining the business model literature with empirical interview-based case studies of 69 business models in the mobile service sector, it illustrates the findings of a longitudinal case study of a business model design attached to an iPhone application. A model for managing business model design in an open innovation context of mobile services is proposed. The model extends earlier frameworks by adding contingency aspects and the view of core resources for addressing logics in the dynamic sector. Findings highlight the importance of ventures in the mobile service sector continually managing the business model design in order to support the sustainability of their business models.

KEYWORDS

Business Model; Open Innovation; Mobile Service; Mobile Application; iPhone; Resources

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