



Mobile Commerce über UMTS (German Edition)

Florian Ziegler

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Studienarbeit aus dem Jahr 2004 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,7, Hochschule Heilbronn Technik Wirtschaft Informatik, 14 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Innerhalb dieses Werkes wird der Mobile Commerce aus wirtschaftlicher Sicht mit Fokus auf die verschiedenen Geschäftsmodelle betrachtet. Als Einstieg werden im zweiten Kapitel wichtige Begriffe definiert. Im dritten Kapitel findet eine Überprüfung des Mobile Commerce auf Chancen und Risiken statt. Darüber hinaus wird ein Ausblick über die Situation auf dem deutschen Telekommunikationsmarkt im Hinblick auf die Netzbetreiber gegeben. Das vierte Kapitel befasst sich mit den Geschäftsmodellen des Mobile Commerce und gibt einerseits Auskunft über die Applikationen auf der Seite des Geschäftskundensegments (Business-to-Business) sowie andererseits über die Applikationen des Privatkundensegments (Business-to-Consumer). Im fünften Kapitel werden die zukünftigen Kauf- und Nutzungskriterien näher analysiert und Prognosen zu potentiellen UMTS Kunden und möglichen UMTS Umsätzen gemacht. Die Arbeit endet mit einer kritischen Würdigung des Autors.

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