

Jarkko Vesa

A COMPARISON OF THE FINNISH AND
THE JAPANESE MOBILE SERVICES MARKETS:
OBSERVATIONS AND POSSIBLE IMPLICATIONS

' HELSINKI SCHOOL OF ECONOMICS

ACTA UNIVERSITATIS OECONOMICAE HELSINCIENSIS

A-315

C

Table of Contents

PART ONE: Overview of the Dissertation

1	INTRODUCTION.....	10
1.1	BACKGROUND OF THE STUDY.....	10
1.2	PURPOSE AND RESEARCH APPROACH OF THE STUDY.....	16
1.3	OUTLINE OF THE STUDY.....	19
2	THE ANATOMY OF MOBILE DATA SERVICES.....	20
2.1	CLASSIFICATION OF MOBILE SERVICES.....	20
2.2	PRODUCTS OR SERVICES - AN ONGOING DEBATE.....	23
2.3	MOBILE SERVICES INDUSTRY AS A COMPLEX SYSTEM.....	24
2.4	MODULARITY OF MOBILE SERVICES.....	28
2.5	MOBILE DATA SERVICES AS AN INNOVATION.....	29
2.6	SUMMARY OF THE CHARACTERISTICS OF MOBILE DATA SERVICES.....	32
3	METHODOLOGY.....	33
3.1	RESEARCH APPROACH.....	33
3.2	BUILDING INSIGHTS FROM CASE STUDY RESEARCH.....	34
3.3	THE RESEARCH PROCESS.....	35
4	EXPLORATION OF THE TWO CASE MARKETS.....	37
4.1	RESEARCH QUESTIONS AND KEY CONSTRUCTS.....	37
4.2	SELECTION OF CASES.....	38
4.3	DATA COLLECTION AND ANALYSIS.....	40
4.4	ANALYZING DATA FROM THE CASES.....	42
	4.4.1 <i>Overview of individual case studies.....</i>	42
	4.4.2 <i>Searching for Cross-Case Patterns.....</i>	46
4.5	INTRODUCING THE CONCEPTUAL MODEL.....	48
5	COMPARISON OF THE FINDINGS WITH LITERATURE.....	50
5.1	INDUSTRY STRUCTURE.....	50
	5.1.1 <i>Vertically integrated firms and Industry.....</i>	50
	5.1.2 <i>Intermediate approaches and business networks.....</i>	58

5.1.3	<i>Markets as a coordination mechanism</i>	65
5.2	PRODUCT ARCHITECTURE.....	68
5.3	REGULATORY FRAMEWORK.....	70
	EVALUATION OF THE RESULTS	73
6.1	REVIEW OF THE RESULTS OF INDIVIDUAL STUDIES.....	73
6.2	SUMMARY OF THE OBSERVATIONS AND POSSIBLE IMPLICATIONS.....	78
6.2.1	<i>Implications of industry structure</i>	80
6.2.2	<i>Implications of product architecture</i>	84
6.2.3	<i>Implications of timing and industry life cycle</i>	85
6.2.4	<i>Implications of regulation</i>	86
	DISCUSSION AND CONCLUSION	89
7.1	CONTRIBUTION OF THE STUDY.....	89
7.2	LIMITATIONS.....	91
7.3	FUTURE RESEARCH.....	94
	REFERENCES	95

PART TWO: The Essays

Essay 1. Saarinen, T., Kallio, J., Tinnila, M. and Vesa, J. (2002). "Customer Relationship Management in Service Mediated Mobile Services: Case I-mode". In *"Information Technology-Enabled Global Customer Service"* (Ed.) Tapio Reponen. Idea Group Publishing. Hershey, PA.

Essay 2. Vesa, J. and van Heck, E. (2005). "Factors for adopting multi-access technologies in online consumer auction markets in Finland". *European Management Journal*, Vol. 23, No. 2, pp. 182-194.

Essay 3. Vesa, J. (2006). "Regulatory Framework and Industry Clockspeed". In Preissl, B. and Muller, J. (Eds.), *"Information Technology - Connecting Societies and Markets"*, Springer Verlag, Heidelberg.

Essay 4. Vesa, J. (2007). "The Role of Regulation in the Evolution of Mobile Services Industry". *Communications & Strategies*, No. 65, 1st Quarter 2007.

Essay 5. Vesa, J. (2006). "Orchestrated Business Networks in the Mobile Services Industry". The proceedings of the Smart Business Networks initiative Discovery Session, June 14-16, 2006. Putten, the Netherlands.