Chair of Mobile Business & Multilateral Security, RuW Building, POB 66, Grüneburgplatz 1, 60323 Frankfurt

Practical Exercises for Mobile Business I WS 2014/2015

Work Sheet 4 – Economic Basics II



Chair of Mobile Business & Multilateral Security

Institute of Business Informatics

Shuzhe Yang, M.Sc.

mb1@m-chair.net

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Exercise 1 (Consumer Acceptance)

- a) Explain six issues which influence the consumer acceptance for mobile services.
- b) Identify at least one example for each.

Exercise 2 (Customer Trust in Mobile Business)

- a) Name the two components which influence customer Trust in Mobile Business.
- b) Identify one Best Practice for each attribute of the lectures' Framework for building trust in Mobile Business.

Exercise 3 (General Model of Technology Acceptance)

- a) Make a draft of the General Model of Technology Acceptance introduced in the lecture and describe the interrelation of the single components.
- b) Describe the key innovation characteristics.
- c) What might be normative beliefs about using smartphones? Name two positive and two negative examples.

Processed Lectures:

Lecture 13: Acceptance and Success Factors in Mobile Business

