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<p>Tiivistelmä-Referat-Abstract</p> <p>This study investigates user value in wireless value-added services through the viewpoint of user behaviour. It aims to answer the research question of 'what creates user value in wireless value-added services?' by constructing a theoretical framework drawing from theories and market experiences and examining three case studies of early applications of wireless value-added services and comparing them to comparable technological innovations in the light of the theoretical framework.</p> <p>This is a qualitative research project undertaken as a multiple case study. The selected cases are three case studies concerning adoption of wireless value-added services in three regions of the world. The point of analysis is on how user value is created; it is assumed that adoption rate and popularity of services serve as indicators of user value.</p> <p>Main sources of data for the theoretical framework are books of recognized relevance in the area. Case descriptions are based on three sources of data. One, articles and news releases. Two, analyst reports from leading market research firms and investment banks. Three, information provided by companies. The data was compiled and analysed to determine adoption of services and identify key reasons for popularity or lack of. A cross-case analysis was then conducted to identify common trends across cases and draw conclusions based on these. In the discussion, these conclusions were contrasted with findings regarding user value creation in comparable technological innovations and examined in light of the theoretical framework.</p> <p>Main conclusions are that key factors driving value creation in wireless value-added services are likely to be service ubiquity, content, horizontal communication, ease of use and price. Beyond this, factors such as personalisation and localisation are likely to be important, but do not depart from basic value drivers as they enhance ease of use and relevance of content. Findings were then discussed in the wider frame of reference, suggesting that increase in mobility is the next step in the deepening of informationalisation of society and economy and is likely to deepen social segmentation and diversification while helping to unleash productive potential contained in mature industries and spawning new business models.</p>			
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