

Services unplugged : four empirical studies on consumer evaluations of mobile service innovations

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**Services Unplugged:
Four Empirical Studies on Consumer Evaluations of
Mobile Service Innovations**

Mirella Kleijnen

1. The extent to which consumers are worried about privacy-related risks when using new technologies strongly contradicts their use of their mobile in public places. (*this dissertation, chapter 2*)
2. When assessing the value of mobile services, for time consciousness consumers benefits loom larger than costs. (*this dissertation, chapter 3*)
3. While low image congruence creates an impediment for successful innovation adoption, this can be overridden with a little help of one's friends, rather than one's colleagues. (*this dissertation, chapter 4*)
4. The revival of the Maastricht dialect among youngsters in on-line communication channels, such as the dialect chat room, "de kletsdoes", leads to higher integration and connectedness within these specific social networks. (*this dissertation, chapter 5*)
5. Place-sensitive mobile services will revive the marketing mantra 'location, location, location'. However, while traditionally location is tailored to the service, mobile services will be tailored to the location.
6. I SMS therefore I am.
7. While companies drown in data but starve for knowledge*, academic researchers drown in knowledge but starve for data.
* Naisbitt, John (1982), "Megatrends: Ten New Directions Transforming Our Lives", Warner Books Inc.
8. Your reputation as a researcher is only as good as your next submission.
9. According to Albert Einstein* imagination is more important than knowledge, however, considering their constant requests for additional references to well-established theories, reviewers of academic journals seem to disagree.
* US (German-born) physicist (1879 - 1955)
10. Attending conferences is very inspirational for getting lots of new ideas, which at the same time is highly undesirable as the idea of a PhD is to focus on one.
11. A smile is the ultimate accessory.