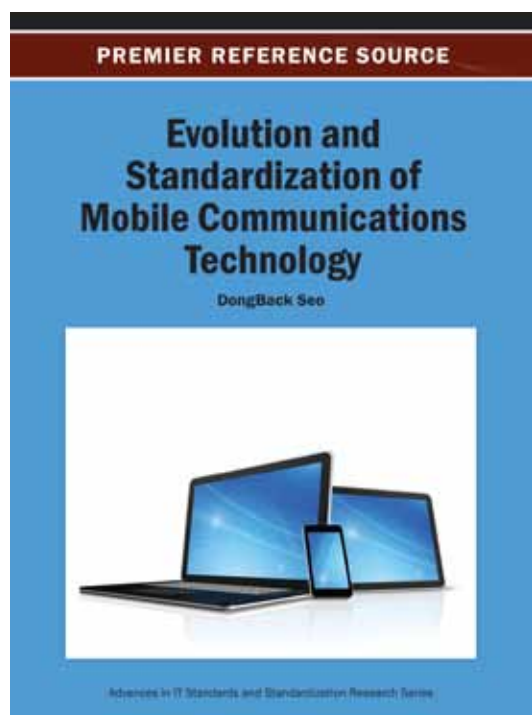


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DongBack Seo
(Hansung University, South Korea)

Information and communication technologies (ICT) are a vital component of successful business models. As new technologies emerge, organizations must adapt quickly and strategically to these changes or risk falling behind.

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DongBack Seo earned her Doctor of Philosophy and Masters of Science in Management Information Systems from the University of Illinois at Chicago and her Bachelor of Engineering from Hansung University. Prior to pursuing the Ph.D. program, she worked as a software engineer in a wireless communications firm and as a small business owner. Her publications include two books in Korean, as well as a class manual and several chapters. Her papers have been published in many journals (e.g., *Communications of the ACM*, *European Journal of Information Systems*, *Telecommunications Policy*, etc.) and conference proceedings (e.g., International Conference on Information Systems, European Conference on Information Systems, etc.). Her research interests include the areas of adoption of IT/IS-enabled services from the perspectives of individuals and organisations, organisational standards strategy, business convergence, mobile commerce, and analysis of competitive dynamics in rapidly changing industries.

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Background of Standards Strategy

Chapter 2
Developing a Theoretical Model

Chapter 3
Preface to the Research on Standards in the Mobile Communications Industry

Chapter 4
Background of the Mobile Communications Industry

Chapter 5
The 1G (First Generation) Mobile Communications Technology Standards

Chapter 6
The 2G (Second Generation) Mobile Communications Technology Standards

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The 3G (Third Generation) of Mobile Communications Technology Standards

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