

Interdependencies in the Discovery and Adoption of Facebook Applications

An Empirical Investigation

Bearbeitet von
Philip Mayrhofer

2012 2012. Taschenbuch. xvii, 172 S. Paperback

ISBN 978 3 8349 3886 2

Format (B x L): 14,8 x 21 cm

Gewicht: 258 g

[Wirtschaft > Spezielle Betriebswirtschaft > E-Commerce, E-Business, E-Marketing](#)

schnell und portofrei erhältlich bei


DIE FACHBUCHHANDLUNG

Die Online-Fachbuchhandlung beck-shop.de ist spezialisiert auf Fachbücher, insbesondere Recht, Steuern und Wirtschaft. Im Sortiment finden Sie alle Medien (Bücher, Zeitschriften, CDs, eBooks, etc.) aller Verlage. Ergänzt wird das Programm durch Services wie Neuerscheinungsdienst oder Zusammenstellungen von Büchern zu Sonderpreisen. Der Shop führt mehr als 8 Millionen Produkte.

Preface

I have many individuals to thank.

Dietmar Harhoff has been a valued advisor and advocate of academic ambition since I first started working with him as student research assistant back in 2003. My foremost gratitude goes to him.

Many people at LMU München have generously offered support throughout this project. Tobias Kretschmer's encouragement in the initial and Georg von Graevenitz' essential guidance and feedback in the final stages are much appreciated. During my stints at INNO-tec, I always felt welcome and supported by my fellow researchers. The conversations with my friend Stefan Wagner made me a better challenger of my own work and Silvia Appelt provided focus and skills when needed. Arnold Picot is an inspirational mentor and Rahild Neuburger an always reliable supporter.

The unfailing enthusiasm of my collaborators Rebecca Ermecke and Jörg Claussen has been critical to the progress of my doctoral thesis. It also would not have been possible without the savvy data extraction work by Matthias Keller und Jakob Keller.

I was fortunate to have been able to spend time at great academic institutions while working on my thesis. Karim Lakhani of Harvard Business School and Eli Noam of Columbia University have been much appreciated hosts and discussion partners. I feel fortunate that my new and renewed friendships with Clemens, Daniel, Geoff, Moritz and Tarek continue to enrich my life. Financial support from the Förderverein Kurt Fordan and the Lothar-and-Sigrid-Rohde-Stiftung is gratefully acknowledged.

Before, during and after my dissertation, working at the Center for Digital Technology and Management (CDTM) has given me tremendous meaning. Uta Weber, Jörg Eberspächer, Yale Braunstein and my fellow CAs have made this time special. Bernhard, Niko and Becci: your cheers at the graduation ceremony will never be forgotten.

I like to thank my friends Albert, Andi, Felix, Gabriel, Jonathan, Lennie, Mulle, Sebi, and Steven - I had your understanding and affirmation when it counted.

This dissertation is wholeheartedly dedicated to my father Johannes, a role-model of intelligence, wit and kindness. He, my mother Waltraud, my sister Anna and my brother Jakob are my fundamental strength. The love and care of Mireia made and makes everything possible.

Philip Mayrhofer