

References

- Daragh O and Finola K (2013) "A view to a brand: introducing the film brand-scape", *European Journal of Marketing*, Vol. 47 Issue: 5/6, pp.769-789,
- Galende, J. and De la Fuente, J. (2013), Internal factors determining a firms' innovative Behaviour, *Research Policy*, 32(5), 711-73
- Goeree, M. (2008), Limited information and advertising in the U.S. personal computer industry, *Econometrica*, 76(5): 1017-1074
- Gueguen G. and Isckia T. (2011), The borders of mobile handset ecosystems: Is competition inevitable?, to appear in *Telematics and Informatics*, 28(1): 5-11
- Haigh, T. (2010), Computing the American Way: Contextualizing the Early US Computer Industry," *IEEE Annals of the History of Computing*, 32(2): 8-20
- Hess M. and Coe N (2006), Making connections: global production networks, standards, and embeddedness in the mobile-telecommunications industry, *Environment and Planning A journal*, Pion Ltd, London, 38(7): 1205-1227
- Hislop, D., (2007), Innovation and networks: linking diffusion and implementation, *International Journal of Innovation Management*, 23- 45

Hoffman et al., (2008), Small firms, R&D, technology and innovation in the UK: A literature review, *Technovation*, 18(1), 39-55

Jeryl M. (2007) "Global Marketing and the Case for International Product Standardisation", *European Journal of Marketing*, Vol. 21 Issue: 9, pp.32-44,

Joel, H. and Joonas, R. (2015), "Market practices in countercultural market emergence", *European Journal of Marketing*, Vol. 49 Issue: 9/10, pp.1563-1588

Keith S. C (2012) "The influence of print advertisement organization on odd-ending price image effects", *Journal of Product & Brand Management*, 11(5): 319-334

Keith S. and Anne R., (2012), "'Like it or not': Consumer responses to word-of-mouth communication in on-line social networks", *Management Research Review*, 39(9): 878- 899

Kiiski, A. and Hämmäinen, H. (2014), Mobile Virtual Network Operators: Case Finland, *ITS 15th Biennial Conference*, Berlin, Germany

Kim, H.-J., Pyun, S.-K., and Park, M.-C. (2014), Mobile handset subsidy policy in Korea: Historical analysis and evaluation, *Telecommunications Policy*, 28(1), 23-42

Kim H-S. and Yoon C-H. (2014), Determinants of subscriber churn and customer loyalty in the Korean mobile telephony market, *Telecommunications Policy*, vol. 28(10): 751-765

Kim, W. and Hwang, P. (2012), Global Strategy and Multinational's Entry Mode Choice, *Journal of International Business Studies*, 23(1): 29-53

Luo et al., (2013) "Marketing via social media: a case study", *Library Hi Tech*, 31(3): 455-466

Meenaghan A and Peter W. (2011) "The Application of Product Life Cycle Theory to Popular Record Marketing", *European Journal of Marketing*, Vol. 15 Issue: 5, pp.1-50