

Decision making on wireless mobility investment: An options approach

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Abstract

While wireless mobility have received much attention among researchers, limited research in management field has been conducted to discuss how a company' s executive to make the best wireless mobility investment decision for reducing expenditures irreversibility and market uncertainty. This study presents a virtual multi-phased wireless mobility investment case with multiple variables, and focuses on the prediction of long-term benefits associated with wireless mobility project investment.

Keyword : wireless mobility; real options; project evaluation