

## Accepted Manuscript

### Efficiency comparison of digital content providers with different pricing strategies

Ho Seoung Na, Junseok Hwang, Jasmine Yoo Jung Hong, Daeho Lee

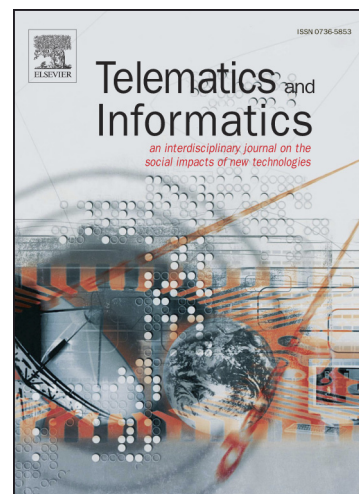
PII: S0736-5853(16)30436-1  
DOI: <http://dx.doi.org/10.1016/j.tele.2016.10.006>  
Reference: TELE 881

To appear in: *Telematics and Informatics*

Received Date: 8 September 2016  
Revised Date: 18 October 2016  
Accepted Date: 19 October 2016

Please cite this article as: Seoung Na, H., Hwang, J., Yoo Jung Hong, J., Lee, D., Efficiency comparison of digital content providers with different pricing strategies, *Telematics and Informatics* (2016), doi: <http://dx.doi.org/10.1016/j.tele.2016.10.006>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



# Efficiency comparison of digital content providers with different pricing strategies \*

Ho Seoung Na <sup>1</sup>, Junseok Hwang <sup>2</sup>, Jasmine Yoo Jung Hong <sup>3</sup>, Daeho Lee <sup>4,\*\*</sup>,

<sup>1</sup> Ph.D. Student, Technology Management, Economics, and Policy Program, Seoul National University, 1 Gwanak-ro, Gwanak-gu, Seoul 08826, Republic of Korea; Email: hoseoung@snu.ac.kr

<sup>2</sup> Professor, Technology Management, Economics, and Policy Program, Seoul National University, 1 Gwanak-ro, Gwanak-gu, Seoul 08826, Republic of Korea; Tel.: +82 2 880 8679; Email: junhwang@snu.ac.kr

<sup>3</sup> Ph.D. Student, Department of Interaction Science, Sungkyunkwan University, 25-2 Sungkyunwan-ro, Jongno-gu, Seoul, Republic of Korea; Email: yjasmine@skku.edu

<sup>4</sup> Assistant Professor, Department of Interaction Science, Sungkyunkwan University, 25-2 Sungkyunwan-ro, Jongno-gu, Seoul, Republic of Korea; Tel: +82 2 760 0683; Fax: +82-2-740-1856; Email: daeho.lee@skku.edu

\*\* Correspondence: daeho.lee@skku.edu; Tel: +82 2 760 0683

---

\* This research was supported by the MSIP(Ministry of Science, ICT and Future Planning), Korea, under the CPRC(Communication Policy Research Center) support program (IITP-2016-H8201-16-1005) supervised by the IITP(Institute for Information & communications Technology Promotion).

Download English Version:

<https://daneshyari.com/en/article/4957760>

Download Persian Version:

<https://daneshyari.com/article/4957760>

[Daneshyari.com](https://daneshyari.com)