

## システム情報工学研究科修士論文概要

年 度	平成 25 年度	学位名	修士(ビジネス)	
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論文題目				
Analysis of Competitiveness of Android Application Developers Based on Application Popularity (アンドロイドアプリケーションの人気に基づいたアプリケーション開発者の競争優位性の分析)				
論文概要				
<p>Smartphones have been spreading rapidly, affecting drastically how people manage their daily life providing a variety of application services, including information gathering, on-line shopping, making reservations, electronic purchasing, open and private communications and the like. Along with this dramatic change, e-WOM (Electronic Word Of Mouth) has been playing a key role for consumers to gather and share information on various products and services through various SNSs (Social Network Systems). While the extensive literature exists focusing on mobile devices including smartphones and e-WOM, to the best knowledge of the author, there has been little study analyzing the market of smartphone applications from the point of view of how such applications are used by consumers in the market and the impact of e-WOM on such consumer behaviors.</p> <p>The purpose of this research is to fill this research gap by analyzing Android smartphone applications in terms of “Application Popularity” and “Application Stability”, where the former is assessed by collecting reviews and votes on Android smartphone applications from SNSs as well as the usage data provided by Fuller, Inc., while the latter is derived from the usage data. By investigating the interrelationship between “Application Stability” and “Application Popularity,” this thesis enables one to capture the characteristics of a group of Android applications, thereby yielding important managerial implications for application developers.</p>				
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