



eOctopus in Hong Kong - A feasibility study

By Ben Beiske

GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.3 (A), The University of Hong Kong (-), 22 entries in the bibliography, language: English, abstract: This paper firstly examines the concept of eCurrency and how it has been used globally, and then highlights how this could be applied in Hong Kong. The situation in Hong Kong was assessed, and it is believed that Octopus is able to take advantage of its strong brand name and wide use taking its business online to an extended business model, termed eOctopus. The eOctopus model suggests that Octopus becomes an intermediary in online transactions where the users will have the option to set up an online Octopus account on the web. Money will be deducted for online and offline transactions, and money can be added at current Octopus terminals or via Internet banking. It will also allow users to shop and pay bills online. To test feasibility of this proposed new online-model, a survey of mainly undergraduate and graduate...



READ ONLINE
[7.53 MB]

Reviews

An exceptional publication as well as the font applied was intriguing to learn. It usually does not charge an excessive amount of. Its been designed in an exceedingly basic way and it is just after i finished reading through this book through which in fact altered me, modify the way in my opinion.

-- **Haylee Hackett**

It in a of the best ebook. It generally is not going to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Ara Williamson**

Other eBooks



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...