# Mobile Communities: Piloting in the Field of Mobile Communication

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The presentation will discuss the promises as well as potential pitfalls of "Mobile Communities". When looking behind the hype around the term "community" one can see communities as what they are: places that give people a context to communicate and to find like-minded people. In general a community is a group of people who share some interest or another common context, e.g. students in a university department or people interested in chess, soccer or baseball.

Up to now, quite a lot of community support applications have been developed mainly for the use in static, location bound environments. For mobile environments, however, adequate support applications and application experiences do not exist. This is the focus of the COSMOS project[1]. The main objective of the project "COSMOS - Community Online Services and Mobile Solutions" is the development of generic services and technologies for operating mobile communities. Therefore, two pilot communities in the domains of Lifestyle and Healthcare are being established.

Together we will discuss what we can expect to learn from such a pilot project in the field of mobile communication.

**Further information:**

**http://www.cosmos-community.org/index_eng.html**

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# Presenters:

**Ralf Reichwald** holds the Chair for General and Industrial Management at Technische Universität München (TUM), Germany. His main fields of research are empirical research of organizational structures; application oriented development and implementation of new technologies; new structures in organisations, with particular reference to the use of new information and communication technologies (electronic business, telecooperation, service innovation). His publications include more than 300 original papers, 25 books, and diverse presentations and keynotes on international conferences, e.g. *Die Grenzenlose Unternehmung: Information, Organisation und Management*, Wiesbaden: Gabler, 4th ed., 2001 (with A. Picot and R. Wigand; english edition: *Information, Organization, and Management: Expanding Markets and Corporate Boundaries*, Chichester: John Wiley and Sons 1997; japanese edition: Tokyo: Zeimukeiri-kyoukai 2000).

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