

# Landslide Effect: A Perspective for Mobile Service Engineering

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**Abstract—** As the complexity and uncertainty of service engineering has increased in the Internet business, the importance of ecosystem engineering has increased as well. The last decade of mobile service engineering has witnessed multiple large powershifts in mobile business. The dynamism in the industry landscape represents a challenge to research that seeks to identify the driving factors of business model engineering. From a retrospective view of the past decade of mobile service engineering, it is important to identify the driving factors that enable destructive innovation in mobile service engineering. The dynamism is the result of the fast changing mobile service landscape, and it is also the driving factor of these changes. The author proposes the concept of the landslide effect in order to parse the impact of large power-shifts in the mobile business. First, the mobilespecific factors of this dynamism are discussed. Then, a research model that includes this aspect of mobile service engineering is presented.



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