

# Small Window Effect: Lessons from Mobile Service Engineering

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**Abstract**—The Internet business has been characterized by its dynamism. The fast and reliable communication infrastructure itself has driven fast and dynamic changes. This dynamism makes the static analysis of business model engineering a challenge. Key factors have exercised the filtering of business models. However, the retrospective analysis of such a factor does not bring useful foresights for future business. The author analyzes the lessons learned in past business model engineering in relation to the Internet. Then, the author proposes the concept called the “small window effect” in order to capture the dynamism of business model engineering vis-a-vis the transience of the Internet.



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