



Oleiv Mæhle Grimsrud, Mikkel Balder Tangen Lindheim

NTNU
Norwegian University of
Science and Technology
Faculty of Economics and Management
Department of Industrial Economics and Technology Management

Oleiv Mæhle Grimsrud
Mikkel Balder Tangen Lindheim

Merchant Adoption of Mobile Financial Services in Myanmar

Strategies for penetrating the B2C mobile payment
market

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