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The mobile commerce value chain: analysis and future developments

Stuart J. Barnes

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Abstract

Barely before Internet-facilitated e-commerce has begun to take hold, a new wave of technology-driven commerce has started—mobile (m-) commerce. Fuelled by the increasing saturation of mobile technology, such as phones and personal digital assistants (PDAs), m-commerce promises to inject considerable change into the way certain activities are conducted. Equipped with micro-browsers and other mobile applications, the new range of mobile technologies offer the Internet “in your pocket”™ for which the consumer possibilities are endless, including banking, booking or buying tickets, shopping and real-time news. Focusing on business-to-consumer markets, this paper examines how value is added in the stream of activities involved in providing m-commerce to the consumer. As such, it analyses the key players and technologies that form part of the m-commerce value chain, providing a foundation for future strategic analysis of the industry. Drawing on some of the key factors that may

influence the take-up of m-commerce” including technological and other issues” the paper also provides predictions regarding the future of m-commerce.



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Keywords

Mobile commerce; Wireless Internet; Telecommunications; Value chain

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Stuart Barnes is Associate Professor of Electronic Commerce at the School of Information Management, Victoria University of Wellington, New Zealand. After starting as an economist, Stuart later completed a PhD in Business Administration at Manchester Business School, specialising in Information and Communications Technologies (ICTs). He spent the last six years working at the University of Bath before moving to Wellington in 2002. His current research interests include evaluating Web site and e-commerce quality, e-commerce strategy, information systems implementation, knowledge management systems, and business applications of mobile technologies.

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