

MOBILE COMMERCE

Decision Technologies for Management Track

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Although m-commerce is an emerging field in its early stages there are a number of ideas of what is going to constitute the key success factors for the actors in the global m-commerce arena.

This minitrack can be seen as the second one in the HICSS-context. Whereas the minitrack at HICSS-34 was more technically oriented, at HICSS-35 we are working on finding a conceptual framework for m-commerce products and services. Seen from the perspective of the *customer* the necessary distinguishing elements are (i) flexibility, (ii) value-adding and a (iii) mobile technology basis. From the perspective of the *producer of m-commerce products and services* the necessary distinguishing elements are (iv) modularity, (v) layers and (vi) bundling, and from a *management* perspective we can identify (vii) value/cost ratios, (viii) production, logistics, marketing and advertising, and (ix) the business models.

As the distinction between products and services may become blurred as they are produced with digital mobile technology we have introduced the following distinctive elements:

- services: intangible, no ownership is defined;
- products: tangible, ownership is defined;
- digital products: intangible, ownership is defined
- digital services: intangible, no ownership is defined;
- digital product & service: intangible, ownership is defined;
- digital service & product: intangible, ownership is not defined;

The last two cases point to the possibility that we have proprietary services as part of digital products or that services may have products incorporated, for which no ownership can be claimed. It appears that ownership is a key feature for products – two key features for services are that (i) the production and consumption of a service are inseparable, and (ii) no two services are identical. This may then serve as a guideline for building m-commerce products and services.

The quest for *killer applications* may be a quest in vain. Already from the elements we have introduced above it

appears evident that single, outstanding killer applications may be rare and far between. Research results also show that the most important wireless applications are highly dependent on local market conditions. In the Japanese I-Mode environment of NTT DoCoMo a very important wireless application has been email, because the penetration PC-based email was low and wireless terminals made cheap email available to millions of new customers. In Europe SMS has been important. Location-based services, that are very natural for moving customers, will most probably gain importance in the near future.

With an understanding of the key features and success factors it appears that the issues at the core of the m-commerce business are, to develop value-added content, business models and technologies, which can create the key features and serve as drivers of the success factors.

The following papers were selected for the minitrack after extensive peer reviews and one round of revisions.

“Understanding Mobile Commerce End-user Adoption: a Triangulation Perspective and Suggestion for an Exploratory Service Evaluation Framework” by *Per E. Pedersen and Leif B. Methlie*.

“Value-Added Services in Mobile commerce: An Analytical Framework and Empirical Findings from a National Consumer Survey” by *Bill Anckar and Davide D’Incau*

“Adoption and Use of Mobile Services: Empirical Evidence from a Finnish Survey” by *A. Aarnio A., A. Enckenberg, J. Heikkilä and S. Hirvola*.

“Enabling Technology for Personalising Mobile Services” by *G.C van den Eijkel, Marc M. Lankhorst, H. van Kranenburg, A. Salden, M.S. Bargh*.

“WAP-G: a Case Study in Mobile Entertainment” by *M. Hagleitner and T.A. Mueck*.

It is plausible to assume that this area will be an important research topic for many years to come.