BOOK REVIEW

Mobile Commerce: Technology, Theory and Applications

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Mobile commerce (m-commerce) refers to e-commerce activities carried out using a mobile device such as a phone or PDA. With new technology, m-commerce will soon be a part of everyday life. It promises to provide information anywhere and anytime. Once the technologies have been developed and tested, they will be easily available and no longer considered a luxury. Like the Internet, it promises to enhance the interaction between the business and the consumer while simultaneously making it easier. Without doubt, m-commerce is in the near future, but standardization and security are present issues to be dealt with. This may make it slower for businesses to adapt to m-commerce. Mobile Commerce: Technology, Theory and Applications describes the unprecedented increase in the field of m-commerce and its role and possibilities in the future.

This book aims to update information, propose theories and provide readers with examples. It is designed to reach a vast audience since it is easily understood. The book can serve as a valuable reference for researchers, academics and practitioners. The cases and applications in Section III can be a valuable resource to reinforce the theoretical concepts in its two prior sections. The socio-technical issues in implementing m-commerce solutions notwithstanding, the book is a good source of new ideas that compels one to reflect on the enormous potentials in the field of m-commerce.

This book is divided into three sections based on a framework for m-commerce with technology as the foundation, theory as the guide, and applications as the focus of use and practice. Section I deals with the state-of-the-art/science in the field of m-commerce technology. The section is subdivided into six chapters covering three subcategories (i.e., user interface, middleware and network infrastructure). Wireless user infrastructure (e.g., browser, hand-held devices), wireless middleware, and wireless network infrastructure (e.g., LANs, cellular systems, satellites) are all topics of discussion in this section.

Section II is based on theories and research and is further subdivided into the
following three broad groups: (a) m-commerce economics, strategy and business models; (b) m-commerce behavioral issues such as consumer behavior, technology acceptance and diffusion; and (c) legal and ethical issues. This section presents the reader with the relationship of the firm to the business environment and the investments needed to be successful in the domain of m-commerce. Stuart Barnes discusses the advent, development and future of WAP (Wireless Application Protocol). This discussion is particularly interesting since new mobile protocols are being developed. Valuable insight is also provided on the impact of m-commerce on business, their operations and designing consumer services. This section will be of particular interest to researchers and academicians since the focus is placed mainly on conceptual topics.

Section III is the real life application of m-commerce in various industries and specific impacts on their functions. Four case studies are presented, each discussing m-commerce in individual companies or industries. The discussion is based on the following: mobile portals and auctions; applications in mobile advertising and retail; mobile entertainment and gaming; supply chain management; mobile education; mobile service management; and mobile financial and news/information services. The books editor, Brian Mennecke, provides the reader with a glossary on commonly used words in context with m-commerce.

With increasing competition and more consumer services, m-commerce is an area open for trial and research. This book provides discussions on developing and utilizing m-commerce technology and offers information that can be integrated by managers to enrich their business. The practical examples and case studies offer concrete suggestions for organizational leaders and practitioners and the theoretical discussion will benefit researchers, teachers and m-commerce solution designers.

Mahesh S. Raisinghani is a faculty member at the Graduate School of Management, University of Dallas, where he teaches MBA courses in information systems and e-commerce, and serves as director of research for the Center for Applied Information Technology. Dr. Raisinghani earned his PhD from the University of Texas at Arlington and is a certified e-commerce consultant (CEC). Dr. Raisinghani was the recipient of the 1999 UD Presidential Award and the 2001 King Hagar Award for excellence in teaching, research and service. He has published in numerous leading scholarly and practitioner journals, presented at leading world-level scholarly conferences and has served as an editor of two books: E-Commerce: Opportunities and Challenges and Cases on Worldwide E-Commerce: Theory in Action. He has also served as editor of three special issues of the Journal of Electronic Commerce Research on Intelligent Agents in E-Commerce and eBusiness Security. Dr. Raisinghani was selected by the National Science Foundation after a nationwide search to serve as a panelist on the Information Technology/E-Commerce Research Panel and Small Business Innovation Research Panel. He serves on the editorial review board of leading information systems/e-commerce academic journals and on the board of directors of Sequoia, Inc. Dr. Raisinghani is included in the millennium edition of Who’s Who in the World, Who’s Who Among America’s Teachers and Who’s Who in Information Technology.