Preface ......................................................................................................................... vi

Chapter I
Mobile Communications and Mobile Commerce: Conceptual
Frames to Grasp the Global Tectonic Shifts ....................................................... 1
    Nikhilesh Dholakia, University of Rhode Island, USA
    Morten Rask, Aarhus School of Business, Denmark
    Ruby Roy Dholakia, University of Rhode Island, USA

Chapter II
Canada: Mobile Commerce Under Construction ................................. 15
    Detlev Zwick, Schulich School of Business, York University,
    Canada

Chapter III
China: M-Commerce in World’s Largest Mobile Market ............... 34
    Nir Kshetri, University of North Carolina at Greensboro, USA
    Nicholas Williamson, University of North Carolina at Greensboro,
    USA
    David L. Bourgoin, University of Hawaii at Manoa, USA

Chapter IV
Denmark: M-Commerce Experiences and Perspectives ............ 46
    Morten Rask, Aarhus School of Business, Denmark
Chapter V
Finland: Internationalization as the Key to Growth and M-Commerce Success ................................................................. 72
Tommi Pelkonen, Satama Interactive and Helsinki School of Economics, Finland

Chapter VI
France: Mobile Communications and Emerging M-Commerce ....... 90
Pierre Vialle, STORM Research Group, GET-INT, France
Olivier Epinette, STORM Research Group, GET-INT, France

Chapter VII
Germany: From Chart-Topping Ringtones to 3G M-Commerce .... 112
Timo Kehr, DaimlerChrysler AG, Germany
Tobias Lührig, McKinsey & Co., Germany

Chapter VIII
India: The Awakening of M-Commerce............................................. 133
Syagnik (Sy) Banerjee, University of Rhode Island, USA
Mark M. Lennon, University of Rhode Island, USA

Chapter IX
Japan: Keitai Krazy, From the Web to the Wallet......................... 157
Mark M. Lennon, University of Rhode Island, USA

Chapter X
New Zealand: M-Commerce Beyond the Basics, Adopting Added-Value Services ......................................................... 177
Chadinee Maneesoonthorn, University of Canterbury, New Zealand
David Fortin, University of Canterbury, New Zealand

Chapter XI
South Korea: Vision of a Ubiquitous Network World.................... 197
Jounghae Bang, Penn State University, Mont Alto, USA
Inyoung Choi, Georgetown University, USA

Chapter XII
United Kingdom: Current M-Commerce Developments and Future Prospects ........................................................... 220
Savvas Papagiannidis, University of Newcastle-upon-Tyne, UK
James Carr, University of Edinburgh, Scotland
Feng Li, University of Newcastle upon Tyne, UK
Chapter XIII
United States of America: Renewed Race for Mobile Services..... 240
  Mats Samuelsson, Mobio Networks, USA
  Nikhilesh Dholakia, University of Rhode Island, USA
  Sanjeev Sardana, Mobio Networks, USA

Chapter XIV
It’s an M-World After All: Lessons from Global Patterns of Mobile Commerce .............................................................. 259
  Nikhilesh Dholakia, University of Rhode Island, USA
  Morten Rask, Aarhus School of Business, Denmark
  Ruby Roy Dholakia, University of Rhode Island, USA

Glossary of M-Commerce Terms......................................................... 276

About the Authors................................................................................. 291

Index ....................................................................................................... 299