

## Foreword

As a conference chair of the recently completed International Conference on Mobile Business in Sydney, Australia, I had the unique opportunity of organizing, inviting, reviewing, and listening to a wide range of excellent researchers and practitioners in the area of mobile business. My understanding of mobility was further enhanced as I realised the phenomenal amount of research and industrial experimentation that is occurring in the area of mobile technologies and their application to business. Today, mobility encompasses themes such as devices, networking, architecture, design, applications, usability, security and privacy, entertainment, and mobile learning, to name but a few. These themes are embedded in this excellent book, edited by Dr. Unhelkar. This work, focused on the application of mobility in business, promises to become essential reading for all mobile researchers and practitioners. Therefore, with great pleasure and honour, I introduce this book to you.

While this handbook itself is research oriented, the contributing authors of the chapters within this book come from a cross-section of research *and* industrial expertise—a sensible and practical combination for a book that deals with *mobile business*. Through these internationally contributed chapters, the reader is exposed to in-depth discussions of the aforementioned mobility themes. The wide coverage of topics and the variety of contributors to this handbook make it a seminal addition to the body of literature and knowledge in the area of mobile business.

Mobile business, as the term indicates, deals with issues and challenges related to incorporation of mobile technologies in business processes. While the prior experiences gained from adopting electronic commerce can be helpful to business, mobile business provides some fundamentally unique issues and challenges of its own. For example, the customers in the mobile space are constantly on the move, requiring intensive research and experimentation in the area of location-based services to enable their tracking. Dropping of mobile connections is a common challenge in mobile transactions that also necessitates discussion of the security aspects of mobile applications. The sociological challenges of typing a text (SMS) reply on a small screen device or preventing an unauthorised photograph being taken in a swimming pool through a hand-held device open up a plethora of legal and ethical issues that are covered appropriately in the later chapters of this handbook.

Overall, I find this handbook an extremely comprehensive book dealing with the exciting and fast-moving domain of mobile business. Jonathan Withers, CTO of iBurst, reminded us (during his keynote address at the aforementioned conference) of the 10:30 Rule—in the next 10 years, technology will advance at a rate equivalent to the last 30 years! Researchers and industry practitioners will need to keep up with this challenge. However, this speed is what makes research in this area exhilarating. Cisco, the renowned networking company, further foresees fixed mobile convergence—where multiple applications will be seamlessly accessible from any access technology—as an area of research and application as we aim to provide a common set of services giving a consistent user experience regardless of the device.

My own philosophy of research in the mobile domain is that industry practitioners and academics *must* collaborate to understand, document, and provide practical solutions to the challenges of adopting mobility. To this end, I am particularly pleased to see the appropriate inclusion of numerous industry case studies in

this book. Furthermore, each of the chapters is of excellent quality, containing up-to-date and relevant information. Each chapter has also been extensively referenced so that readers may follow the references to obtain an even deeper understanding of the issues concerning mobile business. Finally, the international aspect of this book is another great plus for a work of this kind. In today's shrinking world, it is fitting that we share our experiences globally—as has been achieved in this edited work.

I highly recommend this book to both researchers and practitioners in the industry as an invaluable desktop reference. This book will not only aid practitioners in what they are currently doing with mobile business, but will also open up numerous directions for further investigative research work.

*Dr. Elaine Lawrence  
University of Technology, Sydney, Australia  
ICMB 2005 Conference General Co-Chair  
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