Chapter XI

The Application of the Innovative Mobile Technologies in the Business Environment: Challenges and Implications

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ABSTRACT

This chapter looks at mobile business (MoB) from technological, social, economical, and environmental perspectives. The issues that surround MoB and hence, influence its success at the wider scale in the long run, are dependent on significant factors addressed in this chapter. The chapter defines MoB and looks at different mobile technologies and standards that enable MoB. The chapter then looks at the different factors and contexts that would influence MoB success at a broader level, highlighting issues, gaps, and challenges. It is emphasised that unless such implications are addressed, the wide diffusion of MoB will not materialise in the near future. Despite the rapid technological development and the enthusiasm...
about the MoB innovation among researchers and professionals, the road toward true MoB is still a long one. What exist now in the market are just complementary solutions. At this level, at the lower end, MoB is the toy of the teenagers; at the higher end it is the toy of the rich or the executive who cannot tolerate to be away from his/her e-mail. There are indeed some useful business applications for MoB, especially in logistics and distribution, but the remaining potential masses that have tasted the beauty of Internet browsing are not yet prepared to compromise that with ill-specified mobile technologies, e.g., devices, wireless communications, and deficient and stripped down contents. Still, MoB stands strong as a futuristic direction and one day we will be there, wearing MoB.

MOBILE COMMERCE

Mobile commerce is defined as “content delivery (notification and reporting) and transactions (purchasing and data entry) on mobile devices” (Leung & Antypas, 2001). As suggested by Samaras (2002), mobile users can compute, engage in commerce and access information from anywhere, any time with mobile technologies. Mobile technology supported information exchange and transactions should take place in a convenient environment and setting. The users would be individuals or businesses and hence, mobile commerce enables business-to-business (B2B) transactions as well as business-to-consumers (B2C) transactions.

Referring to the opinions of Schneider and Perry (2001), and Turban, King, Lee, Warkentin, and Chung (2002) about the need to replace the term “electronic commerce” with the term “electronic business”, as the former has always been accused of being limited to exchanges of monetary values only and with close trading partners only: this does not reflect the multi-faceted value-perspectives (monetary as well as non-monetary) that characterise the emerging new technological field. Therefore, the term “business” is envisioned here to be more encompassing and would achieve such an objective and hence, is used in this research interchangeably with “mobile commerce” to refer to mobile business (MoB) only.

Mobile business involves different stakeholders in the mobile industry such as mobile hardware manufacturers, mobile applications and portals developers, middleware developers and integrators, wireless network providers and carriers, intermediaries, and finally, services and content providers. In view of
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