AMCS-26 M-COMMERCE

UNIT-1 ELECTRONIC COMMERCE

1.1 Introduction,

1.2 The e-commerce environment,

1.3 The e-commerce marketplace,

1.4 Focus on portals, Location of trading in the marketplace

1.5 Commercial arrangement for transactions,

1.6 Focus on auctions

1.7 Business models for e-commerce,

1.8 Revenue models,

1.9 Focus on internet start, up companies the dot, com, E-commerce versus E-business.

UNIT-2 MOBILE COMMERCE

2.1 Infrastructure of M-Commerce,

2.2 Types of Mobile Commerce Services,

2.3 Technologies Of Wireless Business,

2.4 Benefits and Limitations, Support,

2.5 Mobile Marketing & Advertisement,

2.6 Non-Internet Applications In M-Commerce

2.7 Wireless/Wired Commerce Comparisons

UNIT-3 MOBILE COMMERCE, TECHNOLOGY

3.1 A Framework for the Study of Mobile Commerce, NTT DoCoMo's I, Mode,

3.2 Wireless Devices for Mobile Commerce,

3.3 Towards a Classification Framework for Mobile Location Based Services

3.4 Wireless Personal and Local Area Networks

3.5 The Impact of Technology Advances on Strategy Formulation in Mobile Communications Networks

UNIT-4 MOBILE COMMERCE

4.1 Theory And Applications: The Ecology Of Mobile Commerce

4.2 The Wireless Application Protocol, Mobile Business Services, Mobile Portal,

4.3 Factors Influencing The Adoption Of Mobile Gaming Services,

4.4 Mobile Data Technologies And Small Business Adoption And Diffusion

4.5 M-Commerce In The Automotive Industry, Location,

4.6 Based Services: Criteria For Adoption And Solution Deployment

4.7 The Role Of Mobile Advertising In Building A Brand

4.8 M-Commerce Business Models,

UNIT-5 BUSINESS-TO-BUSINESS MOBILE E-COMMERCE

5.1 Enterprise Enablement, Email and Messaging,

5.2 Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare)

5.3 Field Sales Support (Content Access, Inventory)

5.4 Asset Tracking And Maintenance/Management,

5.5 Remote IT Support

5.6 Customer Retention (B2C Services, Financial, Special Deals)

5.7 Warehouse Automation

5.8 Security.

Reference Books:

1. Brian E. Mennecke, Troy J. Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group Inc., IRM press, 2OO3.
2. P. J. Louis, "M – Commerce Crash Course", McGraw – Hill Companies February 2OOl.
3. Paul May, "Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business" Cambridge University Press March 2OOl.

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