

# AMEM24 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, 2003.
2. P. J. Louis, “M – Commerce Crash Course”, McGraw – Hill Companies February 2001.
3. Paul May, “Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business” Cambridge University Press March 2001.

