Abstract

Twenty first century is a digitization, networking and information-based era. Mobile and wireless communication technologies have enabled the provision of innovative services for individuals, organizations and society, while at the same time they have spawned a superabundance of research opportunities. Mobile e-commerce is a trend, getting rapid development and a wide range of applications because of its flexible, simple, convenient, as well as the advantages of anytime and anywhere. Unlike e-commerce, m-commerce is more personalized and there is a need for a novel approach to evaluating m-commerce applications. According to independent research findings, m-commerce, the conducting of business and services over portable, wireless devices, plays a dominant force in business and society. The viability of these projections depends on the power of the underlying technology drivers and the attractiveness of m-commerce applications. To compete in a marketplace dominated by wireless devices, businesses must devise effective m-commerce strategies. Building successful strategies begins by recognizing the forces driving m-commerce's emergence. Mobile technology innovations have allowed organizations to expand the way they conduct business. Organizations are increasingly leveraging the unique value propositions of mobile business in terms of convenience, ubiquity, unison, and personalization to improve business performance and support their value chain activities. This article addresses the following research questions: (i) How does m-commerce create value for organizations? and (ii) What are the organizational impacts of m-business?