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Mobile Commerce Applications

Electronic commerce applications are numerous, including auctions, banking, marketplaces and exchanges, news, recruiting, and retailing, to name but a few. Mobile commerce applications not only cover the electronic commerce applications, but also include new applications such as mobile inventory tracking, which can be performed at any time and from anywhere by using mobile handheld devices and computing technology. The following table shows a list of mobile commerce applications:

Mobile Category	Major Applications	Main Patrons
Advertising	Targeted ads, location-based ads	Business
Commerce	Mobile transactions and payments	Business, general public
Education	Mobile classrooms and labs	Schools, training centers
Enterprising resource planning	Resource management, managing a mobile workforce	Business
Entertainment	Audio/games/images/music/video downloads and sharing, on-line gaming	Entertainment industry
Health care	Accessing and updating patient records	Hospitals and nursing homes
Internet	Browsing, transactions, cloud computing	Individuals
Inventory tracking and dispatching	Product tracking and dispatching	Delivery services and transportation
Law enforcement	Mobile communication and data collection	Police and security
Location-based services	Travel/product/event recommendations	Travelers
Military	Mobile communication	Military
News	News on demand, breaking news, news everywhere	Individuals
Retailing and small-	Paying vending machines and parking meters	Retails

amount transactions		
Traffic	Global positioning, routing services, toll paying, traffic advisories	Transportation and auto industries
Travel	Reservation services	Airlines, hotels, travel agencies

Slide 17.16: Mobile commerce (cont.)
Slide 17.18: Mobile commerce applications (cont.)
Home