

Fundamentals of Information Systems

ICT1161

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M-Commerce

Mobile Commerce

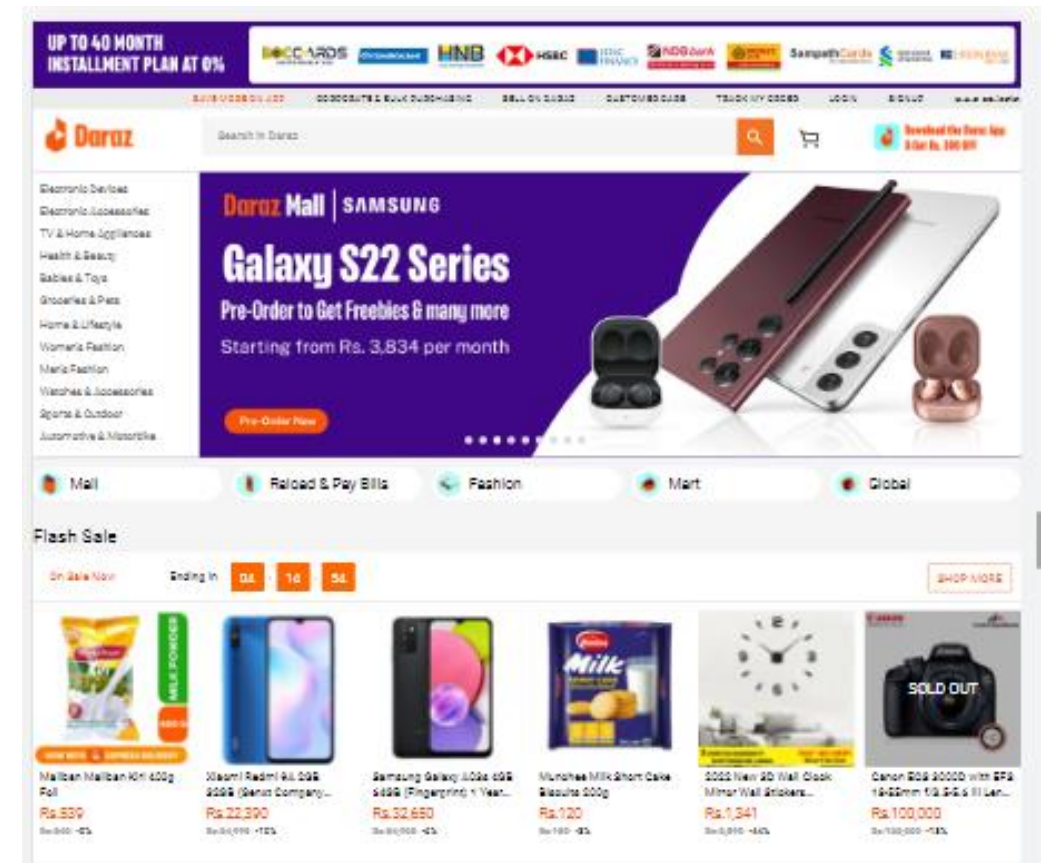
- Relies on the use of mobile, wireless devices, such as personal digital assistants, cell phones, and smartphones, to place orders and conduct business.
- Ex: Daraz mobile application

Types

- **Mobile Banking:** Using a mobile website or application to perform all banking functions.
- **Mobile Ticketing and Booking:** Making bookings and receiving tickets on the mobile. The digital ticket or boarding pass is sent directly to your phone after you make the payment from it.
- **E-bills:** This includes mobile vouchers, mobile coupons to be redeemed and even loyalty points or cards system.
- **Auctions:** Online auctions having now been developed to be made available via mobile phones as well.
- Stock Market Reports and even stock market trading over mobile applications.
- in-app purchasing , virtual marketplace
- Mobile Advertising

M-Commerce Web Sites

- Retailers have established special Web sites for users of mobile devices



Common Benefits of Mobile Commerce

1) Better overall customer experience

- **Mobility:** Although desktop computers are portable, it's unlikely that a shopper will always have a laptop on-hand. But considering most people never leave the house without a smartphone, m-commerce makes online shopping far more convenient.
- **Reachability:** With the ability to send customers SMS push notifications, online retailers can reach a wider range of customers even when they're on the go.
- **Location-tracking:** M-commerce apps and online stores can pinpoint user locations using GPS technology and Wi-Fi, which helps provide content that is personalized and location-specific.

2) Phenomenal growth potential

3) Variety of payment options

4) Omni channel experience

- Refers to selling both in-store and online through multiple channels

5) Reduce Costs

6) Speed the Flow of Goods and Information

7) Increase Accuracy

WHAT ELSE?



Disadvantages of Mobile Commerce

- **Constant need for optimization**
- **All payment methods are not available for all**
 - **Ex: Sri-Lanka : Pay-pal**
- **Easier for customers to compare prices**
- **Customer security**
- **What else?**

Global Challenges for Mobile Commerce

- Cultural Challenges (USA, Europe & Japan, Sri Lanka)
- Language Challenges
- Time and Distance Challenges
- Infrastructure Challenges
- Currency Challenges
- Product and Service Challenges
- State, Regional, and National Laws

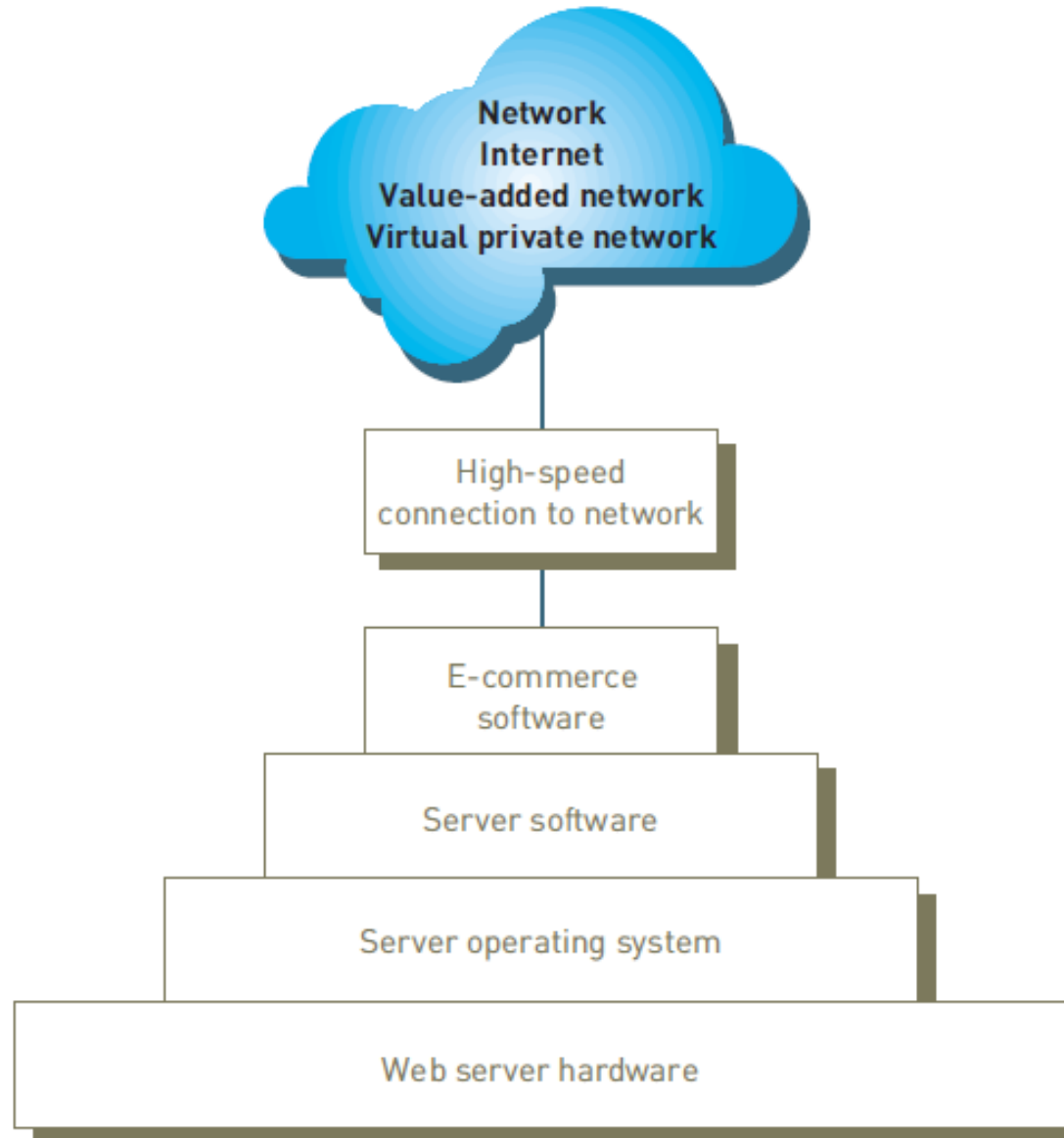
Threats of Mobile Commerce

- Security
- Theft of Intellectual Property
 - **IP** : Includes works of the mind such as books, films, music, processes, and software, which are distinct somehow and are owned and/or created by a single entity
- Fraud
- Threats to the Consumer Privacy
- Lack of Internet Access
- Legal Jurisdiction

For Successful E-commerce & M-commerce

- Defining the Web Site Functions
- Establishing a Web Site
- Building Traffic to Your Web Site
- Maintaining and Improving Your Web Site

Technology Infrastructure for E-Commerce



Technology Infrastructure for M-Commerce

- Mobile device
- Internet access & speed
- Secured connection/network & communication
- Electronic Payment Systems

Web 2.0 and Social media

The World Wide Web (WWW)

- A collection of tens of millions of server computers that work together as one in an Internet service using hyperlink technology to provide information to billions of users
- **Hyperlink:** Highlighted text or graphics in a Web document that, when clicked, opens a new Web page or section of the same page containing related content

Web 2.0

- The Web as a computing platform that supports software applications and the sharing of information between users
- One directional websites → Two directional websites
 - Display and collect information
- The original Web, now referred to as Web 1.0, provided a platform for businesses' to publish information for the general public to view

Rich Internet Application

- Software that has the functionality and complexity of traditional application software, but does not require local installation and runs in a Web browser
- Zoom, Online C compilers

Social media

- **Social media:** Users can post information about their interests and find like-minded people. (FB)
- **Microblogging sites:** People can post thoughts and ideas throughout the day for friends to read. (Twitter)
- **Social bookmarking:** Allow users to pool their votes to determine what online news stories and Web pages are most interesting each moment of the day. (Digg and del.icio.us)
- **Epinions:** Allow consumers to voice their opinions about products

Internet And Web Applications

1. Search Engines and Web Research

2. E-mail, Instant Messaging, and Video Chat

3. Telnet, SSH, and FTP

- Telnet: command-line interface that allows the user to work on a remote server directly
- SSH: Telnet functionality through a more secure connection
- FTP: File transfers between a host and a remote computer

4. Web Log (Blog), Video Log (Vlog), and Podcasting

5. Entertainment

Recommended Books

- | |
|---|
| <ul style="list-style-type: none">• “Principles of Information Systems” by “Ralph Stair, George Reynolds”
Publisher: Course Technology, Cengage Learning 2010 year ISBN: 0324665288 |
| <ul style="list-style-type: none">• “M: Information Systems, 4th edition” by “Paige Batlzan”
Publisher: McGraw-Hill Higher Education 2017 year
ISBN: 9781259814297 |

Thank

You!