

ABSTRACT

Mobile commerce is the first report of its kind to examine and analyze the enormous potential mobile commerce in the international business community. It focuses on how the market expects to provide the crucial infrastructure for mobile commerce.

Mobile commerce is the way to change business to the Internet, E-Mail and the World Wide Web. Everything can be commercialized electronically and can interact electronically as a typical business using mobile phone and consumers will be able to use their mobile phones (or other devices) to carry out their business wherever they are, whenever they want. The idea of delivering services and information directly into the hands of consumer, wherever they may be, is the most important in mobile commerce. The service includes banking, the purchase and redemption of tickets and reward schemes, travel, shares, weather, and other information, and the formation of contracts on the move, e.g. to arrange insurance. Customers will benefit from the increased scope and ease of access to information, products and services. However, several factors would relate to the development of Mobile Commerce, such as communication infrastructure, security issue, law, cost and tax issue etc.

This research discusses the possibilities of Global Mobile Commerce by focusing on the applications of the mobile phone. It can determine the future trend of Mobile Commerce by using SWOT analysis, which shows a number of mobile services that will also increase in the near future. Customer's demands will increase in terms of both usability of mobile end-devices and number of applications. In addition, mobile commerce market has a large potential for the new ventures to come in.