

Stephan Buse / Rajnish Tiwari (Hrsg.)

## **Perspektiven des Mobile Commerce in Deutschland**

Grundlagen

Strategien

Kundenakzeptanz

Erfolgsfaktoren

**Perspektiven des Mobile Commerce in Deutschland**

**From Electronic to Mobile Commerce:  
Technology Convergence enables Innovative  
Business Services**

von

Dipl.-Kfm. Rajnish Tiwari

Dr. Stephan Buse

Prof. Dr. Cornelius Herstatt

## **CONTENTS**

<b>ABSTRACT</b>	<b>87</b>
<b>1 INTRODUCTION</b>	<b>91</b>
<b>2 UNDERSTANDING M-COMMERCE</b>	<b>93</b>
2.1 Defining E-Commerce	95
2.2 Defining M-Commerce	96
2.3 The Features of M-Commerce	99
<b>3 MOBILE APPLICATIONS &amp; METHODS OF PAYMENT</b>	<b>101</b>
3.1 Payment Mechanisms for Utilising Mobile Services	103
<b>4 CASE STUDY: BUSINESS OPPORTUNITIES OF TECHNOLOGY CONVERGENCE</b>	<b>105</b>
<b>5 REGULATORY FRAMEWORK OF M-COMMERCE</b>	<b>107</b>
5.1 Legal Enforceability of Contracts	109
5.2 Consumer and Data Protection	110
5.3 Categories Excluded from M-Commerce	110
<b>6 SUMMARY</b>	<b>111</b>
<b>7 REFERENCES</b>	<b>112</b>