

Solutions Drawn from Australian Case Studies in Mobile Commerce

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Abstract

Drawing on 16 case studies of Australian organizations, across seven industry sectors, we explore the issues involved in implementing mobile commerce and describe some of the solutions adopted by organizations.

Faced with a number of technical, legal and organizational issues, the organizations developed a range of innovative solutions including: ensuring that there is a clear organizational cost-saving in addition to any benefit to customers; conducting trials to understand the complexities of the law; building on existing experience; finding a niche market; providing extensive training and support; and reviewing existing business procedures.