

Stand Und Perspektiven Des M-commerce,m-payment Als Erfolgsfaktor Des Mobile Commerce - Sebastian Hahl

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In dieser Arbeit soll das Mobile Payment als Erfolgsfaktor des M-Commerce erl  utert werden. Als Einstieg in das Themengebiet soll zun  chst eine definitorische Eingrenzung des Begriffs M-Commerce vorgenommen werden. Dabei wird insbesondere auf Definitionen des M-Commerce, sowie dessen Abgrenzung zum E-Commerce eingegangen. Es folgt eine zusammenfassende Erl  uterung verschiedener Abrechnungsmodelle, wobei das M-Payment als wichtiger Erfolgsfaktor weiterf  hrend herausgestellt wird. Nach einer Betrachtung der technischen Grundlagen und Begriffe der verschiedenen Abrechnungsmodelle, folgt eine ausf  hrliche Beschreibung der drei klassischen Abrechnungsmodelle, bei der das M-Payment als wichtiger Erfolgsfaktor weiterf  hrend herausgestellt wird. Die aus dem M-Payment ableitbaren Typen werden im Anschluss besprochen. Im Weiteren soll aufgezeigt werden, welche Faktoren gegeben sein m  ssen, damit sich ein mobiles Zahlungsverfahren auf dem Markt durchsetzen kann und welchen Einfluss sie auf die Etablierung von M-Payment L  sungen haben . Abschlie  end erfolgt eine W  rdigung des Inhalts im Allgemeinen sowie ein kurzer Ausblick   ber Weiterentwicklungen des M-Payment.Author: Hahl, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Stand und Perspektiven des M-Commerce,M-Payment als Erfolgsfaktor des Mobile Commerce Pages: 00030 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638375948 Category: Business & Economics : Marketing - General

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