



## IMPACT OF M- COMMERCE

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### ABSTRACT

Even though Electronic commerce(E- commerce) has influenced the global business environment many organizations are continuously searching for new technologies for their business transactions where innovations takes place and leads to more profits and able to magnetism for more customers. One such innovation in this technological development world is mobile commerce (M- Commerce) which become new area of interest in today's firms. It is a new concept in the field of electronic marker and creates entirely new opportunities for mobile devices and services.

**Key words:** Mobile commerce, M- commerce, E- commerce, Electronic market.

### INTRODUCTION

Most of the business today have transformed from being conducted on traditional market places to the new innovation market place. Internet and E- commerce have provided a major impact on the global business environment and has changed the traditional way of conducting business. Mobile commerce refers to the ability to conduct wireless commerce transactions using mobile applications in mobile devices. M- commerce is creating entirely new opportunities both for mobile devices and services and it provides the same capabilities , functionalities and mobility of E- commerce.

### DEFINITION OF M-COMMERCE

M-commerce, also known as wireless commerce or mobile E- commerce represents any monetary business activity conducted via mobile communication networks. It may also be defined as all the activities related to commercial transactions conducted through communications networks that interface with wireless or mobile devices. It can also be defined as the use of handled wireless or mobile devices to communicate, interact and transact via high speed connection to the internet.

"M-Commerce is the use of mobile devices to communicate, inform transact and entertain using text and data via a connection to public and private networks.(Lehman Brothers)