

Mobile Commerce: Business Intelligence and the Impact of its Performance on Managerial Decision Making

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Abstract

In most of the world markets, mobile commerce has been experienced immense success as regards to acceptance; whereas, shockingly, not as successful in others. Several studies examined the theories and models of mobile commerce, which mainly emphasis on aspects of technology. An in-depth understanding of mobile commerce asks for the integration of three key roles of mobile commerce: as consumers, network members, and users of technology. In this research, the researcher reviews previous studies on mobile commerce to examine its effectiveness and usefulness in obtaining business intelligence, which helps businesses to increase competitiveness and business profitability.

1. Introduction

Mobile commerce can be defined as an indirect or direct transaction with an impending financial worth carried out by means of wireless technology networks. By the use of mobile services, customers can receive or send e-mails, purchase services and goods online, can conduct banking and financial transactions, find friends, book tickets, trade stocks, play interactive game online, and may download animations, graphics or music online. The major benefit mobile commerce offered to the user is the ability to access or carry out tasks anytime and anywhere. Provided such innovation and differentiation, mobile commerce has turned out to be successful in the global market.

This paradigm has drawn researchers' attention to examine and review the factors that helps in gaining business intelligence to business managers so that they can develop an effective strategy to gain competitive advantage. Most of the studies revolve around the traditional adoption theories and models like the theory of DOI (Diffusion of Innovation), TPB (Theory of Planned Behavior), and TAM (Technology Acceptance Model). On the contrary, several researchers have drawn the conclusion that traditional models of adoption are not enough to gain in-depth understanding of success factors, which has an effective on business intelligence in relation to the use of mobile commerce.

Mobile commerce can also consider as the advanced form of e-commerce. Thus, to gain understanding on the modern concept of e-commerce, it is essential to first understand the concept of e-commerce, which refers to the business information sharing, carrying out business dealings and maintaining good business relations using information technology (Pitt, Parent, Junglas, Chan & Spyropoulou, 2011). Such information and telecommunication systems can be a public or private network; for example, internet. However, mobile commerce can be described as a transaction (like purchasing and data entry) or delivery of content (like notification and reporting) with financial worth, which is carried out by mobile devices and networks. Several application for mobile commerce; for instance, users may download music or ringtones, trade stocks, play interactive online games, receive or send e-mails, shops for goods, carry out banking transaction and purchase tickets to performances. Other mobile commerce examples can include making payment for fuel or vending machines using a credit of cell phone as an option of payment. Alkhunaizan & Love (2012) conducted a study in 2012; which explained that the market of mobile commerce might report a growth of \$119 billion, which represents 8 percent of the total market of e-commerce. In addition, they argued that mobile commerce may enhance productivity, therefore, businesses and organizations have selected to adopt and innovate mobile commerce to provide greater and more extensive services to the different investors (Alkhunaizan & Love, 2012).

This study reviews previous studies on mobile commerce to understand how this technology improves business intelligence, which benefited organization by offering competitive edge to the company.

The literature significantly lacks in understanding of mobile commerce in relation to business intelligence as majority of studies have focused on examining the topic depended on the perspective of technology user via tradition theories of technology adoption. Moreover, few researchers have assessed the role of mobile commerce in enhancing business intelligence, since it is a new concept. Therefore, this research assists in synthesizing with the previous study of Pitt, Parent, Junglas, Chan & Spyropoulou (2011) on the subject of mobile commerce, as well as streamline the effort of present and upcoming studies in a common direction. The focus of this study is to gain insight on how mobile commerce improves organizational decision making by improving business intelligence.

The flow of this study as follows. Section one includes definition of mobile commerce, history of mobile commerce, and current statistics and trends of mobile commerce. Section two examines how mobile commerce improves business intelligence. Lastly, third section offers recommendation for future studies.

2. Discussion

2.1 Mobile Commerce

Mobile commerce can be defined as any dealing that involve the transfer of rights or ownership to use services and goods that is completed and/or initiated by means of mobile accessibility to networks of computer mediated by the use of an electronic device, such as mobile phones. Mobile commerce emerges a vast opportunity for businesses to boost sales volume and customer satisfaction and loyalty. This is particularly true in a dreadful economy, which has apparently remained sluggish for the last three years. Here, the question is that where mobile commerce opportunity lies exactly? According to a study, approximately 80 percent of US population has mobile phones; merely 7 percent of them use their mobile phones for purchasing goods or services (Chong, Chan & Ooi, 2012). However, mobile commerce is an emerging phenomenon in a mass market industry, those organizations that has early adopted mobile commerce is able to gain benefits from this future trend of mobile commerce.

2.2 History of Mobile Commerce

Before examining the impact of mobile commerce on business intelligence, it is essential to begin with a little background on mobile commerce, and pursue technology trail and imperative instants of mobile commerce development. In the year 1997, mobile commerce was introduced when Coca Cola installed cell phones enabled machines for the purpose of vending, in Finland. This enabled the company to send mobile invoice or details of payments to the vending machine using text message. It was in the same country and year, mobile commerce depended services of banking was established. Initially, mobile commerce platform of internet was introduced by I-mode, which is a Japanese company during 1999. I-Mode might be analogous to Web2go interface of browsing of T-Mobile that permits technology users the ability to surf the internet, download games, view e-mail and access other services (Kim, Chung & Lee, 2011).

It must be kept in mind that US significantly lags behind from markets of Asia and Europe when it comes to cell phone technology. Several reason and causes for this including shortage of manufacturing facilities in relation to high-end semi conductor, worldwide mobile standards and platform, and of course issues of profit. For example, in the United States, unlimited plans of mobile phones were not present among key delivery services several years ago in markets of Europe. In 2001, Europe and Japan has rolled out technology of 3G, the United States did not launch 3G until the year 2003 (Viswanathan & Rosa, 2010).

2.3 Current Statistics of Mobile Commerce

Mobile commerce is an emerging technology that is positively influencing the business world. Below are some statistics to demonstrate the increasing trend of mobile commerce.

- China has the largest mobile market of the world with approximately 750 million mobile users (Olszak & Ziemba, 2012).
- Until April 2010, 50 million consumers had purchased 50 million iPhones.
- In the United States, there are about 255 million mobile subscribers, which represents 80 percent of the population during the year 2013 (Elbashir, Collier & Sutton, 2011).
- Among BRIC countries, Brazil has the lowest number of users of cell phone with just 174 million during 2009.
- In France, the most common applications of mobile commerce are the purchasing of tickets, either plane or train tickets, in 2009.
- Out of ten, six top application of iPhone are associated to shopping.

- In 2009, mobile commerce in Japan exceeded \$ 10 billion which is much more than statistics of United States, \$ 1.2 billion (Cox & Jantti, 2012).

2.4 Key Roles of Mobile Commerce

Mobile commerce as perspective of technology conforms to traditional adoption of technology. Researchers examined this role chiefly employ traditional theories like the Diffusion of Innovation (DOI) theory, the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM). According to these theories, studies of m-commerce implementation examined the effect of factors including technical issues impact like such as capacity and bandwidth, system and content quality, enjoyment of using a service, ease of use, and usefulness.

Adopters of mobile commerce as network member role or perspective considering factors that associate to the interactions and surroundings of user with other individuals in her/his personal networks of colleagues, friends, family and other important individuals. The basis of this perspective is on the fact that a person's behavior and decisions are not taken only by her/him; however, mostly influenced by feedback and opinions of others.

TPB and TRA (traditional adoption theories) include influences as fundamental concepts of such influences. Researchers of m-commerce adoption made use of these roles to improve understand its implementation by personnel. It is vital to include these factors as the usage nature of several mobile commerce services (like mobile chat service) necessitates communication with others. Hence, studies in the area have reported for aspects like suggestion of important others and subjective norms.

Mobile commerce as perspective and role of consumers makes a main distinction between traditional technologies adoption study and mobile commerce adoption study. Most of adoption determinants that have an effect on individual acceptance of traditional technologies (like Personal Computers) usually lie in the user's communication with the people around her/him and technology. In contrast, the case with mobile services is not similar. As a result, this aspect offers significance to the business and marketing impact associated factors such as people, offers, promotions, value perceptions and cost/price exposure to the service by several marketing activities.

Consequently, emphasizing on mobile commerce as technology users merely might refer to omit a great deal of aspects associated to other two perspectives. Except enough consideration is provided by theorists and researchers to all three roles, the practical and advices implications, and the suggestions offered by study to mobile stakeholders will be inadequate and incomplete.

2.5. Trend of Mobile Shoppers

In the year 2010, the trend of mobile commerce was only 3 percent of ecommerce, which is roughly \$18.6 billion in customer expenditure. Below is a synopsis of the growing trend of mobile shoppers (Chen, Chiang & Storey, 2012):

One of the key reasons behind the growth of mobile commerce is the critical mass of mobile users. The proliferation of iOS and Android devices, especially tablets, has resulted to a new habit of mobile usage; for example, "lean-back" purchasing, as well as drives a big change in mobile commerce. In recent times, approximately 54 percent of adults in the United States bought Smartphone, which reported is roughly 25% tablets sales. Within just 3 years, sales of tablets exceeded the total number of personal computers. It is anticipated that 450 million tablets will be purchased across the world, by 2016 (Lu, Lee & Tseng, 2012). Facts and figures have clearly demonstrated that there is a disproportionate mobile traffic share to online shopping sites from mobiles. Together with penetration rate of 25 percent, Smartphone report more than 40 percent of mobile traffic to online purchasing websites (Cox & Jantti, 2012).

Organizations are testing trends of mobile commerce, like mobile coupons and catalogs, which are proved to be beneficial and thriving. Mobile coupons have facilitated brands and companies to increase customers' visits at the outlet, and are one of the significant ways to gather date on offline sales, in addition, brings to an end to the purchase loop of mobile to offline. This also offers a way into mobile commerce for huge customer base, which have formerly overlooked. Users of mobile coupon are expected to grow by 2014, approximately 53.2 million per annum. To about 10 percent, the rate of redemption in relation to mobile coupons wipes put print coupons to about 1 percent (Kourouthanassis & Giaglis, 2012).

The rapid changing demographics of mobile commerce are yet to increase and drive business.

There are about 50 percent of cell phone (Smartphone) owners aged between 12-17 years, and uses it to access internet (Yang, Pan & Shen, 2010). It pursues that for young base of customers, mobile buying and commerce by means of Smartphone is a novelty and a habit than adult customers. One of the driving incremental revenue of e-commerce is mobile commerce, which might not have taken place without Smartphone availability as new mediums of shopping.

3. Concept of Business Intelligence

In businesses, Business Intelligence (BI) is business term that comprises many different processes, tools, and technologies to assist managers to improve and make better decisions based on data (Efraim, Ramesh, & Dursun, 2010). Decision making effectiveness and its worth to the company is based on the relevancy of the data and information at the right time to a right person. It is the business managers' ability to observe, see and examine appropriate information, while making decisions as it is very important to the consequence of the decision made, as well as increases the overall organizational success. Business intelligence also improves the system efficiency. Mobile commerce and mobile devices are portable devices and facilitate in obtaining business intelligence information ubiquitously. Mobile commerce for Smartphone enables business owners and decision makers to access information even on the road, as well as helps in increasing customer engagement by making information easily accessible at fingertips. Mobile commerce leverages the improvement in Smartphone, and is absolutely capable of distributing powerful and rich information, even in visual form with a lightning response. Moreover, with the advancement in mobile technology, such as Android and iOS becomes easy to access relevant business intelligence, which ultimately made mobile commerce efficient (Li & Yeh, 2010).

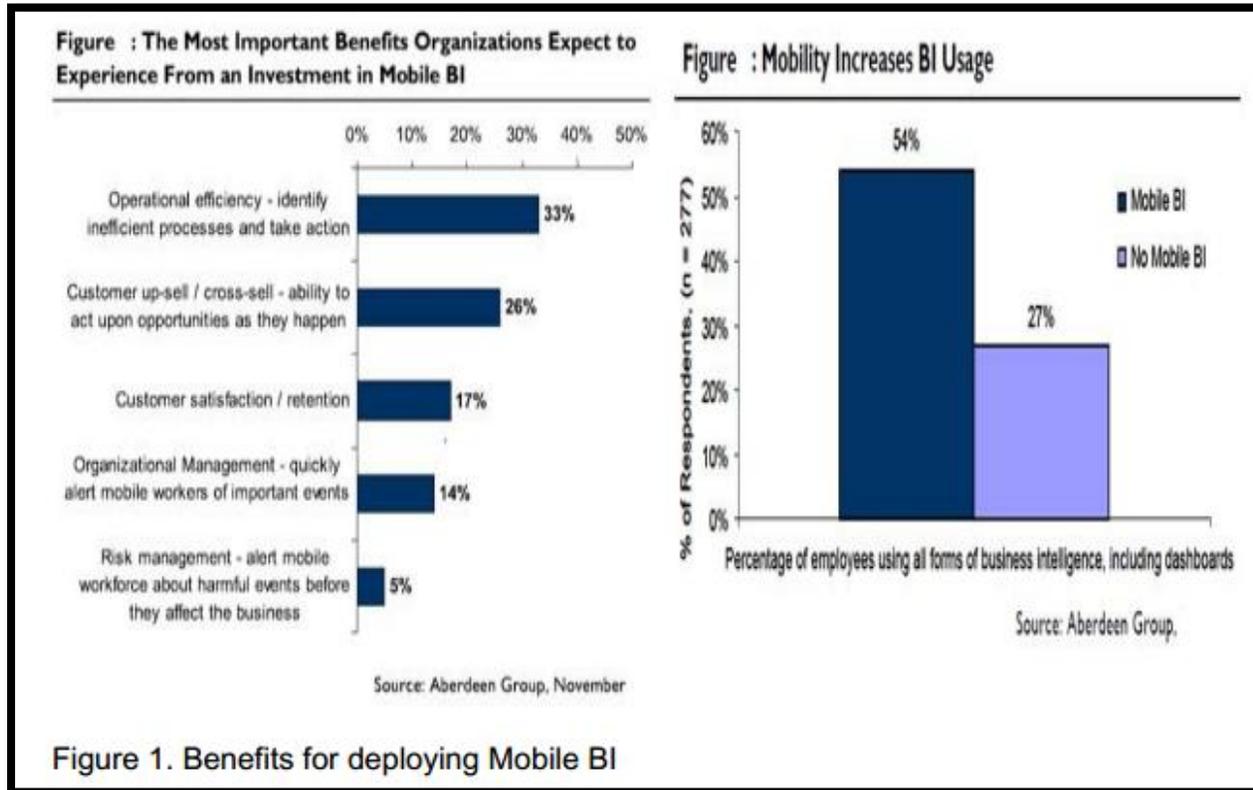
4. Business Intelligence and Mobile Commerce

In order to gain comprehensive understanding on mobile commerce in relation to business intelligence experience, it is significant to explore this topic from three perspective in a typical business environment, which are touched by content of business intelligence in routine/ daily operations. These roles may include: IT managers, business managers and business executives. All of them must work in collaboration with each other to make effective and sound business decision to gain business profitability and customer loyalty.

4.1 Business Executives Experience of Business Intelligence and Mobile Commerce

Business executives manage, scrutinize, analysis strategic goals of business and business performance by using several processes and tools. Business reports and dashboards from system of business intelligence are essential components of these processes and tools. The reason behind business managers' motivation is the continuous improvement of efficiency and process to improve productivity and to increase customer satisfaction (Chong, Chan & Ooi, 2012).

For about a decade, mobile commerce and business intelligence are linked. The mobile technology acceptance and computing in the modern organization is a current trend. The cause for the setback in the acceptance refers to the willingness of mobile economy in order to create value for business, as well as its aptitude to solve real-life problems faced by the business. Along with solution of mobile commerce that leverages the modern mobile commerce for Smartphone, offers the actual benefit to the business community through delivering the content of business intelligence where ever it is require, when it is required, and without decreasing the content quality (Lu, Lee & Tseng, 2012).



(Source: Aberdeen Group, 2010, p.1)

4.2 Benefits of Mobile Commerce

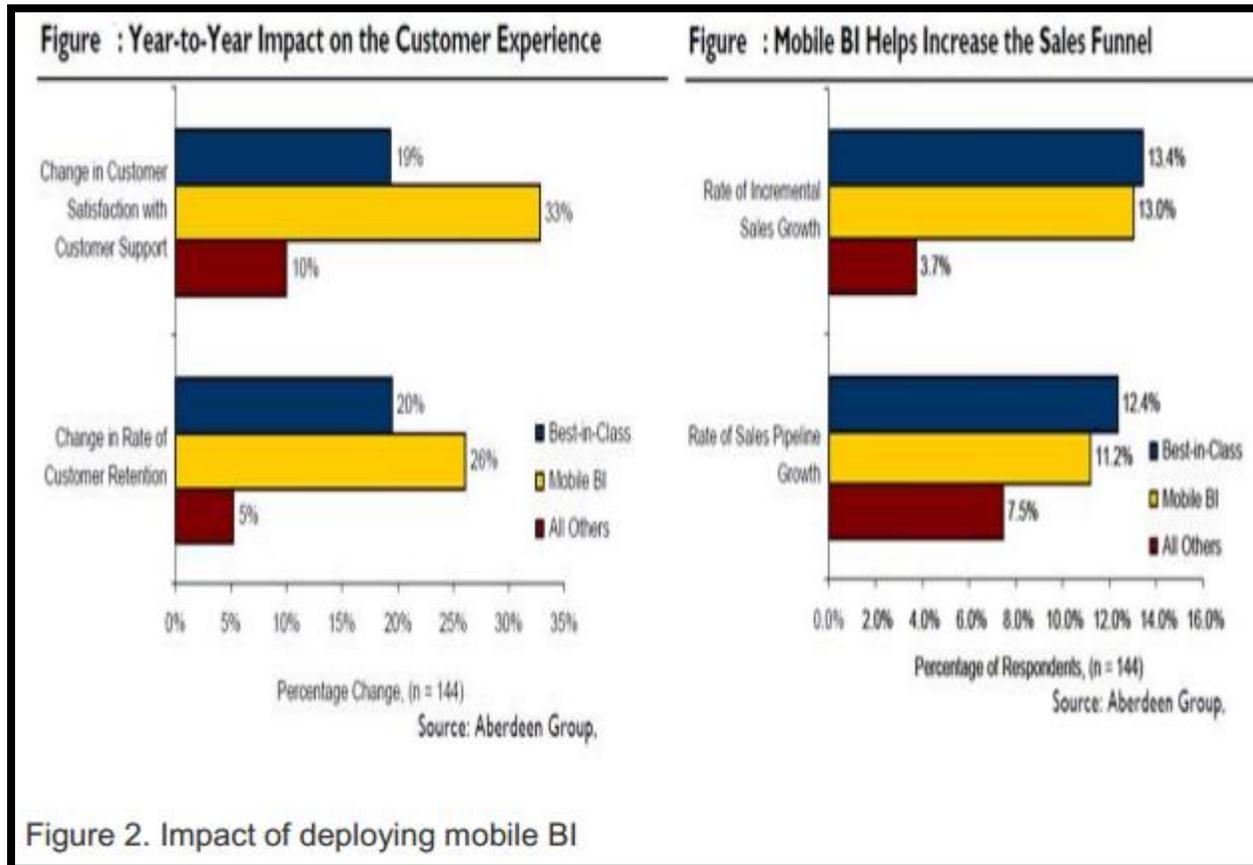
Market study determines that managers of business desire to deploy mobile commerce to gain business intelligence in order to enhance on specific key capabilities of performance. Businesses make significant investment in business intelligence to take timely and accurate decision. The business intelligences obtained from the analytical content is the backbone of the increased productivity and sales. Under this perspective, mobile commerce is the newest form investment that companies made for business sustainability. Market study determined that companies that deploy mobile commerce have an increased usage of business intelligence. The above figure 1 depicts that fifty-four percent to twenty seven percent in companies without mobile business intelligence. In 2012, business intelligence scorecard signifies that 11 percent of organizations in the survey had deployed mobile commerce to gain business intelligence in a successful manner. Adoption of business intelligence at those organizations is 39 percent of employees, which is much more than industry average of 24 percent of workforce (Chong, Chan & Ooi, 2012).

Mobile commerce helps in improving operational efficiency. Users of business may have access to information obtained from business intelligence from anywhere at anytime. Thus, they are linked with the business all the time. This increased accessibility decreases the latency in the processes of business for potential and key employees to perform, act and use current and clear information, which helps them to perform at their best possible extent and at time break the threshold.

Since, the business world is rapidly changing and there is an immense competition faced by the organization, which necessitate organizations to respond quickly and in a timely manner. In the fast pace business environment, all opportunities and ability of the company to respond and engage consumers with accurate and current business intelligence or information positions the people and the organization to make the most the opportunity. Using mobile commerce, personnel of business development and sales may get engaged with customer to gain information, which is pertinent to the analysis and assist in closing the deal or act in a proactive manner.

Mobile commerce increases and provides the company an ability to download the report to the Smartphone and seize them to engage customers.

The dashboards and reports downloaded to the mobiles are accompanied with real-time data, which can be used by teams of business development and sales, both offline and online along with the ability of interaction and filter to the need and context (Pitt, Parent, Junglas, Chan & Spyropoulou, 2011).



(Source: Aberdeen Group, July 2010, p.4)

For the successful operations of a company, customer satisfaction is essential. All business organizations make efforts to score and manage well on customer satisfaction, as well as they do it in a number of different manners. Service and product oriented businesses pursue diverse strategies to gain high level of customer satisfaction. Market study determines that organizations that deploy mobile commerce have improved customer experience and satisfaction. In the above figure 2, the study signifies that on yearly basis, the impact on deploying mobile commerce to obtain business intelligence is vet high to about 33 percent in comparison to the organizations that do not use cell phones, which are at 10 percent (Viswanathan & Rosa, 2010). It is worth noticing that change rate is also increasing with the use of mobile commerce. With mobile commerce, business executives may gain advantage by broadening the use of business intelligence in the company. These business insights gained from mobile commerce helps business executives to initiate new processes of business in order to enhance efficiency, which facilitates in gaining business targets and goals.

4.3 Experience of Business Managers with Mobile Commerce: Business Intelligence

Business intelligence offers meaningful and real answer from complex data of business. The business managers’ capability of decision making based on the relevancy of business context and analytical information quality. Mobile commerce provides business intelligence, which keeps the businesses analytical information at fingertips of business managers, where and when they require it, as they involve with consumers or when they gather to take business related decisions, on timely basis without any delay anywhere and anytime. Mobile business intelligence application for Smartphone offers an engaging and rich experience to business manager without any constraint. Customers are able to communicate online or live on the mobile phone. They may filter to find solution to the problems and drill into detailing to examine the problem currently faced by the organization (Olszak & Ziemba, 2012).

5. Mobile Commerce helps in Engaging and Collaborating Customers

Decision makers in the business world need to collaborate with customers in the company for driving actions and decision making. Since, it is often stated that time is money and the amount of time require making significant decisions based on the organization's capability to realize the opportunity. It is well confirmed that integration and collaboration are essential and vital sources to the success of the organization and individuals.

Business intelligence extracted from mobile commerce enable users to collaborate by using the content of business intelligence. A manager may analysis the numbers of sales for certain product, per customer, per region using the content of business intelligence from mobile commerce and gets input from the customers by remarks made by application use. Hence, a business or sales manager has the business context, numbers and analytics, all in one place by means of mobile commerce. A manager can receive response and comment to them from mobile commerce, and filters it according to the business needs and without leaving the context of business. This offers a strong ability to have interaction in a real-time with the business intelligence (Alkhunaizan & Love, 2012).

Mobile commerce also provided the collaboration capability with customers and teams by enabling users to take screen shots of email and report, so that the business manager can respond to customers' queries in the real-time and more appropriately, as well as can design and innovate in accordance with the changing needs and preferences of customers. The business intelligence gained from mobile commerce decreases the time it takes in reaching to a conclusion effectively and quickly.

Mobile commerce is a vital source of gaining business intelligence as customers use their mobile phone to carry out online transactions and payments, which can be used by marketing managers to analyze and monitor the customer purchase patterns and changing needs. Then, this business insight and intelligence can be used to develop a competitive business and marketing strategies to meet the needs of customer for the purpose of competitiveness, business sustainability, business profitability and long-term customer satisfaction.

6. Mobile Commerce Leverage Business Intelligence

Online businesses have many advantages; one important benefit is the ability of having records of purchase, which improves the ability to gather information comprehensively regarding what mobile users do when browsed their homepage. Mobile commerce also business managers to monitor and scrutinize the purchase made by the customers via using mobile phones; however, they may also increase visibility into the WebPages, which customers visit on their Smartphone, how frequent customers click on shopping carts and on which type of products (Chen, Chiang & Storey, 2012). All these information gained with the helps of mobile commerce assists businesses to remain competitive by fulfilling needs of customers.

Mobile commerce allows the company to measure the changing customer behaviors via their payment patterns or browsing patterns on mobile phone. Mobile commerce also provide information about the lifestyle of customers so that the marketers can more effectively target customer segments than ever before, which reduces the risk of ineffective customer targeting or product positioning in the eyes of customer and thus, reduced the probability of business losses. In addition, the business intelligence obtained from mobile commerce helps business managers in analyzing payment data and patterns of shopping, as well as use such information to personalize strategies of marketing to individual customers. This will develop a sense of care, engagement and concern among consumers that the company is taking care of customers' preference and needs, which indeed offer competitive advantage to the business organization.

Mobile commerce offers a great deal of relevant and valuable information, which is present in all purchasing transaction that a customer carries out via mobile phone. This business intelligence may include preferred types of payment (by size of order, by demographic and by geography), average size of ticket (by demographic, by geography and by methods of payment), spending patterns of customer (by demographic, by geography and by methods of payment), frequency of customer purchasing (by demographic, by geography and by methods of payment), effectiveness of promotion (by demographic, by geography and by methods of payment), data of fraud (charge backs by product purchased, by demographic, by geography and by methods of payment), and return data (by demographic, by geography and by methods of payment) (Elbashir, Collier & Sutton, 2011).

Mobile commerce collects data in a large amount as billion of customers' uses mobile to purchase goods online and to make payment, this challenge here is how to analyze data in a cost effective manner to extract business intelligence. In doing so, processors of payment provide several tools to report and analyze data.

Organization can leverage influential capabilities, which includes analysis of payment methods, interchange analysis, return analysis, chargeback analysis, transaction query, KPI (key performance indicator) reporting, and dashboard reporting.

Furthermore, the company's CRM systems, order fulfillment and management store and capture important purchase and consumer data. This information can combine with data of payment to perform sophisticated assessment offers significant and accurate solution to business problems. Organizations can utilize their payment partners as a strategic resource to filter this raw data and gain intelligence and insight to develop business tremendously.

6.1 Customer Insight

Mobile commerce is an essential mean to gain business intelligence, which helps in gaining customer insights. Organization who know who they are dealing with, who are their customers, how they make purchase and how frequent, and by what ways are better able to develop effective strategies as per customer needs and expectation. Comprehend what give motivation to customers to make purchase and integrate this motivation into marketing mix. The business intelligence gained from mobile commerce can helps firm in improving interaction and marketing.

This business intelligence gained from mobile commerce helps marketers to spot untapped channels and new segments; use trends of shopping to bundle associated goods intelligently or together provide items to up-sell or cross-sell; refine marketing mix to make it more pertinent to individual consumers; enhance the significance of website searches for new customers for products depended on the accumulated searches of former consumers; and use dynamic strategies of pricing to appreciate and recognize loyal customers. Such key actions may helps in designing an efficient and targeted campaign of marketing, intended to ask to particular customers, with the aim of increasing sales (Kourouthanassis & Giaglis, 2012).

6.2 Customer Engagement

Based on the Experian Marketing Services, approximately 84% of customers might walk away from an organization that does not pay attention to customers' need and preferences (Li & Yeh, 2010). Use business intelligence extracted from mobile commerce to actually hear what consumers prefer and need from the company as regards to the product or service. Filter the data gained from mobile commerce to extract business intelligence to understand what customers are trying to say to the company. For instance, understand reasons why consumers opt out organizations' marketing initiatives, customize communication means to acknowledge history of order and suggest pertinent products, merely interact with customer in a way they wanted to be contact, avoid selling products that they are not interested in; and provide alternative means of communication. All these initiatives help organizations to gain insightful business intelligence about customers, which certainly helps firms in increasing the base of satisfied customers.

6.3 Adding Value

Business organizations can considerably add value to their business by using business intelligence gained from mobile commerce. Through gathering and assessing information; for example, browsing history and purchase history, firms may provide consumers tailored product suggestions. In the context of customers, mobile commerce makes it easier to determine what customers want, and for the enterprise, it may add the opportunity of a sale. Other techniques of customization may include recommending offerings by means of e-mail, targeting promotions that are significant, as well as helps customer navigating websites to personalize (Cox & Jantti, 2012).

The enduring advantage refers that customer can develop a feeling of trust in the company. This will ultimately results in repeat purchase and increased the customer base of repeat shoppers which has the propensity to spend up to 7 times in comparison to first time purchasing. Furthermore, 73 percent of online businesses reported that mobile commerce experience has a positive impact on several returning customers (Yang, Pan & Shen, 2010). This is because mobile commerce increases the ability of business to understand and develop customer centric products and services, which indeed resulted in consistent and improved shopping experience with effective communication across all communication channels, and offers customization and personalization, all in a timely manner.

7. Future of Mobile Commerce

It is expected that sales of mobile commerce will increase exponentially in the near future as there are increasing number of customers who use Smartphone to make buying decisions. Mobile commerce has a number of advantages like convenience, personalization, flexibility and anywhere access, which may bring a new and increasing customers to the fold. Organization with its offerings of mobile commerce assists businesses grasp this opportunity to create revenues and provide extremely customized products and services for their targeted customers. In future, services of mobile commerce may include mobile payment, fabricate custom applications of mobile commerce, mobile enablement for current online sites, and management of campaign with end to end security. In future, organizations can build applications of mobile commerce that are rich in terms of features accompanied with cloud storage for user and content preferences (Chong, Chan & Ooi, 2012).

7.1 Mobile Websites

Since, several browsers, platforms and devices continue to develop, there is also a need to have a responsive web design, which may operate and function with them also develops. Despite, developing online sites for PC adapted to the most widespread screen resolutions, modern and advanced technologies like HTML5 can helps in developing websites easily, which may adjust in accordance with device capabilities and needs of users. Furthermore, organization's mobility experts team specialize in devising mobile online and offline sites for the aim of responsive web design with a special emphasis on HTML5. Traditionally, the development of responsive sites for many customers, the organization need to simplify the experience of purchasing or shopping for targeted or potential customers and facilitates in targeting new base of customers.

7.2 Applications of Mobile Commerce

Applications of Mobile Commerce must be developed in a way that can complement existing stores and sites of e-commerce, as well as mobile commerce through bringing experience of purchasing into the hands of many customers. The mobility experts team will assist in optimizing customers experience by leveraging the channels of sales; whereas, making the experience of mobile commerce as convenient and intuitive as probable for customers. Along with present framework of mobile commerce, the organization can enable major components of mobile commerce applications, which include campaign management, shopping carts, mobile storefronts, easy search, location depended service with on mobile phone data protection (Li & Yeh, 2010). The company can also enable interoperability with current gateways of payments, as well as offer support for many payment option via mobile, such as mobile wallets, prepaid accounts and bank accounts.

8. Conclusion

Mobile commerce becomes a prevailing reality of today's business environment, and is essential to gain business competitiveness and success. Mobile commerce offers significant business intelligence in relation to customers, competitors, and internal and external business environment. Along with the availability of new mobile technologies, such as Android and iOS or Smartphone, business managers have the chance to re-examine their strategies, processes of business, as well as work innovatively, competitively and differently.

Since, the channel of mobile commerce continue to increase across vertical markets and geographies, it will helps in increasing market shares and sales volume. It is undeniably offers novelty, and businesses are finding new and unique ways to thrive their businesses a significant driver of future development. Even though, traditional business building strategies may be beneficial in enhancing online profits, the online markets also provides its own distinctive opportunities and challenges for building loyalty among customers and for attracting consumers. Especially, the process of e-payment plays a significant, as well as at times ignored, role in attaining goals of profitability and growth, which the organization has established for mobile commerce channel.

This paper clearly depicts new opportunities that mobile commerce has brought for businesses via business intelligence to considerably improve and flourish businesses. Mobile commerce leverages business intelligence for the organization, which facilitates systems across business stores and collects important data regarding purchase and customers. Among these, the process of payment generates valuable information in sufficient amount that can be harnessed to inform growth strategy of business, as well as offer quality customer service.

With mobile commerce, managers may gain business intelligence anywhere anytime. Business executives and managers may work as a team with colleagues within the company, within the context of business offered by the content from mobile commerce by means of business intelligence.

Front-line employees may work constantly with consumers with confidence, as well as change opportunities to actually deals by decreasing the time to action. Mobile commerce may access the analysis of business in real time with the similar flexibility as application of desktop or web business intelligence with more ability to share and collaborate. Additionally, mobile commerce offer ease of use, improved experience of users, ability to work together with customers within the business environment, changes the very analytics experience by employees in the company. This new process of business and way of doing business is a great opportunity to gain customer loyalty and satisfaction as it offers significant business intelligence, which managers can use to develop effective strategies.

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