

Modelling Critical Success Factors in *mCommerce-Programs*

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Abstract: Actual developments and trends on Mobile Commerce are prompting more and more companies or startups in dislocating or positioning their business model in this attractive market. To be successful, it is necessary to know about the own strengths and weaknesses, about customers, competitors and critical success factors. The goal of this thesis is to provide a contribution about considering pertinent critical success factors during the modeling of business processes or verifying existing business processes to the existence of critical success factors.

1 Initial Situation

Increasingly powerful mobile devices, more favorable data-rates, an increasing number of multimedia-based offerings and a better crosslinking of applications among each other are driving a highly dynamic and rapid development on the markets of mCommerce. Currently consumers are able to buy parking-/ event-tickets, employ online-banking, define their position and make use of additional services like timetables of public transport with their devices. In addition to this the mobile device is also used as a multimedia player to watch videos, movies or playing music (cf. [AnRa08]; [HuLi+07]). Many User having a very intensive relation with their mobile devices and perceive it as a familiar object. In this respect it isn't very surprisingly that wireless and other mobile technologies is not only changing the social cooperation but also playing a big role in revolutionizing fabrication, trade and distribution of services [Baue+08].

2 Problem

This trend will continue in the following years, accompanied with new technologies (e.g. 4G), increasing market volumes and competition. Companies need to monitoring actual developments and future trends to gain profit from the market for mobile services, the so-called Mobile Business [Baue+08]. They should be able to answer basic questions about essential strategic-competitive instruments, competitive potential, possibilities for differentiation or possibilities for reducing costs via mCommerce-Applications [Link03]. Adequate strategies to deal with the problem require the knowledge about critical success factors: Factors with sustainable influence to the company's business success and factors which are describing potential competitive advantages. Since these factors mainly affect the business processes, e.g. online communication with customers, integration of additional (virtual community) elements or the facilitation of operations via newest technology [Böin01], they must be captured by business process modeling technologies.

3 Goals & Procedure

The goal is to build technology-driven business models of companies which point them to critical success factors during modeling business processes and help them to map this factors and allowing them to check the availability in existing business processes.

mBusiness, mCommerce as well as the mobile internet and associated critical success factors are marking a very young area of research. Although there are increasing number of internet sources and studies, the amount of literature is relatively low [Bern08]. For this reason we will use complementary literature from related disciplines as an overview about actual developments and results of relevant studies.

The identified critical success factors have to be integrated in consequential business processes and will be modeled with e.g. ARIS, one of the leading Tools for business process modeling. Referring to the Target-Performance-Comparison checking the economic adaptability an evaluation will showing the goal of this thesis and references to b2b-business-processes.

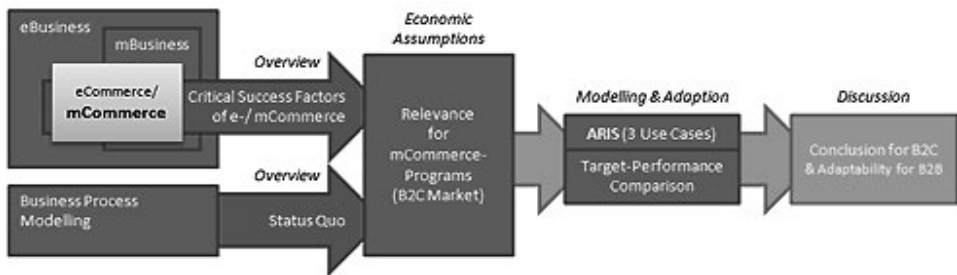


Figure 1: Procedure

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