Call for Papers

Journal of Electronic Commerce Research
Special Issue on Mobile Commerce
Shintaro Okazaki, Special Issue Editor

Journal of Electronic Commerce Research (JECR) is pleased to announce a call for papers for a special edition of the journal focusing on mobile commerce issues.

Purpose of the Special Issue:
The convergence of the Internet and wireless technology in the late 1990s has produced a revolutionary telecommunication service: mobile Internet. Global mobile operators are now accelerating technological transition from 2G to 3G, while by June 2004 active users of wireless data applications exceeded 115 million worldwide. This figure will reach 1.72 billion by 2007, with aggregate subscriber revenue of $584 billion. Such spectacular growth will change not only how we live, but also how firms do business.

Mobile commerce has converted into a strategic issue among firms seeking personalized marketing channels. Many of mobile operators offer a broad range of transaction services, such as ticket reservations, banking, and shopping, as well as infotainment and directory services. In a recent advance, a Japanese mobile giant, NTT DoCoMo has launched a “multi-functional electronic wallet” which combines a mobile Internet service with electronic financial transactions, including secured payment and identification systems.

Likewise, many brands and media companies are now engaged in sophisticated wireless promotions. With permission-based push ads, firms can proactively send out commercial messages to mobile users and devices, through SMS (Short Message Services), MMS (Multimedia Message Services), location-based alert service, or even voice calls. On the other hand, mobile operators have created content-based wireless platforms, where advertisers’ messages are displayed to the viewer browsing mobile Internet.

Unfortunately, factors influencing mobile commerce are not well understood, and therefore, there is a dearth of empirical as well as theoretical research efforts. This Special Issue of the JECR "Call for Papers” addresses the need for a better understanding of the principles of mobile commerce.

Potential Manuscript Topics:
There are many questions to be answered concerning managerial, psychological and socio-cultural aspects in this emerging area. Topics that are of interest to this special issue include (but are not limited to):

- Antecedents and consequences of attitude toward mobile commerce
- Case studies on mobile commerce in practice
- Comparative analysis between wired versus wireless interactivity
- Cross-cultural issues in mobile commerce
- Designing mobile websites
- Factors influencing consumer acceptance of wireless advertising
- i-mode versus WAP
- Location-based mobile marketing
- Mobile advertising (push versus pull)
- Mobile banking
- Mobile shopping and payment systems
- Multinational corporations’ perceptions on mobile commerce
- Permission-based mobile marketing
- Strategic issues in mobile commerce value chain
- Technology acceptance in mobile commerce
- Trust in mobile commerce
- Uses and gratifications in mobile Internet adoption

Important Dates:
**Deadline for Submission: February 1, 2005**
Paper acceptance/rejection: April 30, 2005
Revised paper submission: June 30 2005
Final paper submission: July 15, 2005
Publication date: August 2005

**Submission Guidelines:**
JECR publishes original empirical research, theoretical and methodological articles, evaluative and integrative reviews, field research, business surveys, and application papers of interest to a general readership. A submission based on a paper appearing elsewhere (such as conference proceedings or newsletters) must have major value-added extensions to the earlier version. For conference papers, it should have at least 30% new material. The submitted manuscripts should follow the format as suggested in the **Submission Guideline** found in the journal website: [http://www.csulb.edu/journals/jecr/s_guide.htm](http://www.csulb.edu/journals/jecr/s_guide.htm)

Of particular note is that the manuscript should be prepared in Microsoft Word format. The names, affiliations, and contact information (i.e., phone, fax, email addresses) of all authors should be provided only on the cover page. The submitted paper will undergo a double-blind review. Contributing authors may be asked to serve as reviewers for the special issue.

Authors may submit completed manuscripts **electronically** at any time prior to the February 1st 2005 deadline. Manuscripts and any questions should be directed to:

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