

Mobile Commerce in Malaysia—Opportunities and Challenges

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The advent of internet services in the early nineties resulted in the rapid development of international trade, thus spurring the emergence of the term electronic commerce. Electronic commerce includes the process of buying, selling and exchange of products and services as well as information through the web. This concept later evolved into a new concept called mobile commerce trade, due to the availability and accessibility of smart mobile phones. This paper highlights some of the advantages of using M-commerce in the world, as well as the challenges and constraints faced by the service providers and the users. A new classification of human beings who are addicted to their mobile phones called “Mobify” is created. The concept of mobile commerce is similar to electronic commerce in principle, but all the business activities and marketing as well as advertising are conducted and transacted through smart phones. The paper then recommends some points which can help to spread and improve the performance of M-commerce based on the current scenario as identified in the research.