INVESTIGATION OF FACTORS FOR ADOPTING MOBILE COMMERCE IN DEVELOPING COUNTRY [ABSTRACT]

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ABSTRACT

The growth of mobile phones and the internet technologies have greatly improved the access to information and encompassed the social and business world. From the Information and Communication Technology for Development (ICTD) perspective, researchers are interested in whether mobiles promote or enable economic growth or broader well-being. In developing countries, a successful model in one country cannot easily be replicated in another country. This study investigates the factors that may lead to adopting mobile commerce in a developing country in South Asia.

BIOGRAPHY

Anil Gurung is a Professor in the Division of Management, Marketing and MIS at Marshall University’s College of Business. Previously he served in the faculty at Kansas State University and Neumann University. He received his Ph.D. in Business Administration with Major in Information Systems and Minor in Operations Management from the University of Texas at Arlington and MBA from Missouri State University. His research has been published in various journals and conference proceedings.