



Proceedings of the Informing Science + Information Technology Education Conference

*An Official Publication
of the Informing Science Institute
InformingScience.org*

InformingScience.org/Publications

June 23 - 28 2018, La Verne, California, USA

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

Anil Gurung

College of Business, Marshall University, gurung@marshall.edu
Huntington, WV, USA

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.

Accepting Editor: Eli Cohen | Received: February 1, 2018 | Revised: February 9, 2018 |
Accepted: February 11, 2018.

Cite as: Gurung, A. (2018). Investigation of factors for adopting mobile commerce in developing country [Abstract]. *Proceedings of the Informing Science and Information Technology Education Conference, La Verne, California*, 145. Santa Rosa, CA: Informing Science Institute. <https://doi.org/10.28945/4038>

(CC BY-NC 4.0) This article is licensed to you under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/). When you copy and redistribute this paper in full or in part, you need to provide proper attribution to it to ensure that others can later locate this work (and to ensure that others do not accuse you of plagiarism). You may (and we encourage you to) adapt, remix, transform, and build upon the material for any non-commercial purposes. This license does not permit you to use this material for commercial purposes.