Mobile Commerce: Vision and Challenges
(Panel Introduction)

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Abstract

Mobile commerce is a natural result of combining two strongly emerging trends: electronic commerce and pervasive computing. This panel explores the issues that arise from the mutual effects electronic commerce and pervasive computing have on each other. Specifically, the panel brainstorms on the following questions:

- What benefits does pervasive computing bring to mobile commerce? What, if any, new forms of B2B and B2C interactions are enabled by the ubiquitous connectivity and the integration of the physical and digital worlds?
- How do the inherent constraints of pervasive computing impact mobile commerce? Should the commerce functions and business processes change to accommodate factors such as limited user attention, device and network heterogeneity and finite energy sources?
- What distinctive requirements does mobile commerce impose on pervasive computing? What properties should an underlying pervasive computing platform possess in order for mobile commerce applications to achieve good usability and wide acceptance?
- How can the requirements raised by mobile commerce be met? What are some possible approaches to addressing each of the requirements? What system architectures and application models are appropriate for mobile commerce?

This panel features five distinguished researchers and technologists from the industry and the academia. After they present their positions on the issues listed above, they have an open dialogue with the audience.