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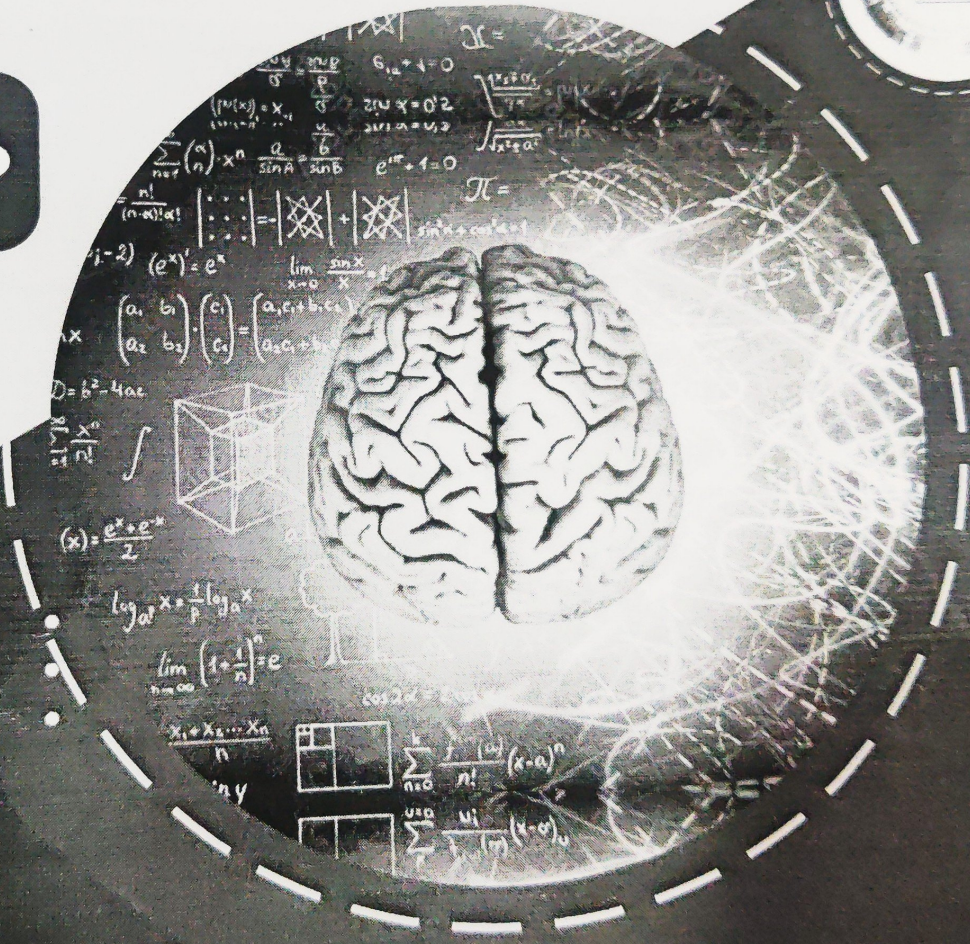
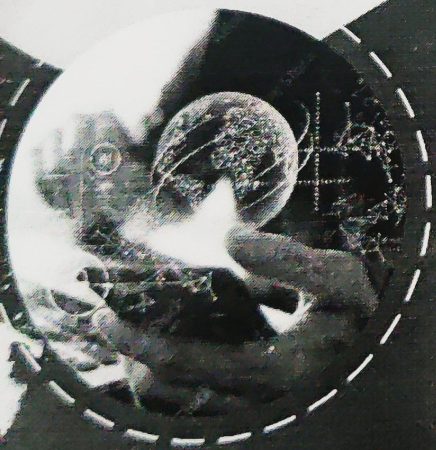


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A Study of the Effectiveness of M-Commerce in Mumbai and Palghar District of Maharashtra

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Abstract

The potential influence of the internet on the tourism and hospitality industry has attracted considerable interest in academia and industry alike. However, most of the research that has been conducted has been from the customers' and not from the service provider's perspective. There is limited research on the methods implemented by hotels for measuring the growth of social media on their respective goals and the different perspectives, namely financial or other, taken into consideration when doing so. The current research investigates how hotels and tourism industries measure growth with the help of and m-commerce on their business goals.

Keywords: M-commerce, hospitality, customers, infrastructure, technological challenges.

Introduction

The Technological face of India is changing rapidly. Things have become faster and easier to access. Everything is available on the internet platform. Whatever we used to do on manual and physical platforms is just replaced with online platforms and one of the most contributing factors is M-commerce. All the activities related to commerce means sale and purchase of goods and services which we used to do physically that we do by just a click at our own respective places. Commerce is buying and selling of goods and services against money. When we prefix word mobile with commerce and make it mobile commerce things remain the same of buying and selling but instead of manual transactions commercial activities are performed on wireless internet.

Infrastructure of M-commerce

M Commerce Infrastructure integrates with various front

end applications like epurse, Bill Payment, Prepaid Top up Vouchers, Vending Machine operation, e Governance and many more third party applications being offered by various organizations / aggregators / financial institutes and telcos. The retail market is ready for implementation of such solutions. M-Commerce Platform carries transactions which are initiated by POS Terminals, Mobile Phones, GSM / CDMA enabled applications, to backend systems and vice-versa. In the past technology had a major impact in helping banks service their customers with the introduction of Internet banking. Internet Banking helped anytime and anywhere access to their banks. Customers could check their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills, make other payments in the comfort of their homes and offices.

Research objectives

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