This article uses a literature review to identify what factors drive or inhibit organizations from adopting cloud services. The paper provides a classification of these factors and proposes new areas for research. However, the adoption drivers and inhibitors identified from a technological, organizational, and environmental view are also worth a look for practitioners.

Organizations have to deal with the diffusion of mobile devices in the workplace, for example the challenges caused by the “bring your own device”-policy. This paper has researched factors that influence the adoption of mobile device management systems. Perceived security benefits, costs, firm-size and BYOD culture were identified as significant influencing factors.

This paper provides a conceptual framework that shows the adoption drivers for mobile business solutions in organizations, the challenges that these create and where strategic decisions are required. The paper contains recommendations for practitioners for facilitating the adoption of mobile business solutions.
IMPROVING MOBILE BUSINESS PROCESSES

Falk, Thomas; Leist, Susanne (2014)
Effects of Mobile Solutions for Improving Business Processes
ECIS 2014 Proceedings

This research presents a literature review which has been synthesized into a number of positive effects that the implementation of mobile solutions may have on business processes. Also, this paper informs about cause-effect relationships in mobile business processes.

BROWSING BEHAVIOR IN M-COMMERCE

Raphaeli, Orit; Fink, Lion; Berman, Sigal; Goldstein, Anat (2014)
M-Commerce vs. E-Commerce: Exploring Web Session Browsing Behavior
ECIS 2014 Proceedings

This paper explores how the consumers' browsing behavior in m-commerce differs from e-commerce in terms of session timing, the intensity of use, and navigation patterns. For example, the findings suggest that mobile sessions are more search-oriented compared to stationary sessions. The results can be useful in the design of mobile transaction-based websites.

MOBILE DEVICE SECURITY FOR SME

Harris, Mark A.; Patten, Karen, P. (2014)
Mobile Device Security Considerations for Small- and Medium-Sized Enterprise Business Mobility
Information Management & Computer Security, Vol.22, Iss.1, pp.99-114
http://www.emeraldinsight.com/journals.htm?articleid=17104144&show=abstract

Unlike large enterprises, small- and medium-sized businesses often do not have the IT resources needed to implement the security recommendations for mobile devices. This paper identifies potential security risks for mobile devices and provides a set of minimum device security recommendations.

WHY DO SOME FIRMS ABANDON INNOVATIONS?

Agarwal, Rajshree; Bayus, Barry L.; Tripsas, Mary (2014)
Abandoning Innovation in Emerging Industries
Customer Needs and Solutions, Vol.1, Iss.2, pp. 91-104
http://link.springer.com/article/10.1007/s40547-014-0015-y

This paper explores the phenomenon of the “mini shakeout” – a sharp decrease that follows initial growth before maturity is reached. Looking at the emergence of handheld devices, the researchers investigate why some firms abandon innovations while others stay committed. Findings are compiled in a conceptual framework that highlights the role of unmet expectations and shows industry-level, firm-level, and intra-firm drivers for abandoning an emerging industry.
ABOUT THE MOBILE BUSINESS READER

Every three months we are looking for recent publications that provide interesting findings and new contributions on mobile business solutions. Our aim is to point practitioners to potentially relevant results, since usually they have little insight into the work from the scientific community.

In order to create this quarter’s mobile business reader we searched the following databases: EBSCOhost, AIS Electronic Library, Springer Link, JSTOR, Emerald Insight, IEEE Xplore.

The following search criteria were applied:
- Contain either of the search terms “mobile business”, “mobile enterprise” or “enterprise mobility”
- Published between April and June 2014

The search was conducted on 26 June 2014 and yielded 164 results in total of which the publications at hand have been selected.

Institute of Information Management
Chair Prof. Dr. Andrea Back
Universität St.Gallen
Müller-Friedberg-Strasse 8
9000 St.Gallen

Contact:
Sabine Berghaus
+41 71 224 3870
sabine.berghaus@unisg.ch
www.aback.iwi.unisg.ch