Editorial for

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Special Issue on Mobile Commerce

In recent years, the growth of interactive digital media (IDM) and mobile computing is reshaping e-commerce into what is called *mobile commerce*. More and more users are using mobile devices (e.g., smart phones) and platforms (e.g., kiosks) to discover, evaluate, and buy products. More and more companies are starting to adapt their services to the mobile platforms to collect user opinions, promote products, and build their brands.

It is challenging for the mobile platforms to build analysis infrastructure on which the right products and services can be delivered to the right consumers in proper context. It is still not very clear how the core elements of mobile commerce – content, connections, and context, can be integrated seamlessly in order to improve product/service delivery and user experience. There is great potential to design new interactions for pre-commerce, such as augmented reality and mobile interface, to improve customer experiences and satisfactions.

The goal of this special issue is to foster research in both insightful theoretical analysis and real world practices in mobile commerce. The aim is to bring together scholars to identify the key factors characterizing mobile commerce, develop new theories and techniques to support user engagement, and peek into the future of mobile and pre-commerce research.

In this special issue, we have selected papers from both researchers and new concept enterprises working in various subfields involved in mobile commerce. This includes papers about the importance of context-awareness as a potential niche for mobile commerce applications to occupy, a paper introducing a new quick response barcode system based business model, a research project focusing on the use of finger movement for personalizing products by drawing sophisticated patterns on them, and a mobile payment system. This selection of papers covers some of the most important topics in mobile commerce. We hope it will serve as a good starting point for more in-depth discussions among the researchers as well as the industry practitioners.

Table of Contents: