

M Commerce: Experiencing the Phygital Retail

Edited by: Punita Duhan, Anurag Singh

Call for Chapters

Proposal submission deadline: **February 28, 2017**

1. Introduction

Emergence and evolution of information technologies paved way for the online transactions, termed as e-commerce. E-commerce was soon rechristened as wired e-commerce due to the rapid rise of mobile phone and other handheld devices facilitating access to internet while on the go and this led to the coining of the term m-commerce, the wireless avatar of e-commerce. Term Mobile commerce or simply m-commerce has been attributed to the collection of location based commercial services that are delivered by various internet enabled handheld devices such as mobile phones, tablets and palmtop devices. Though, essentially, both-e-commerce and m-commerce- are similar as the transactions are electronic in nature and are facilitated by internet but the element of mobility is one big differentiator between the two. Now, it has become difficult for the people to imagine e-commerce without the mobility dimension appended to it. In today's online business environment, m-commerce is growing as next stage of e-commerce. Further, M-commerce has opened up new vistas for marketing the products, for targeting the customers at multiple points, for offering customized services using location-based features and for enabling enhanced shopping and service experiences. It also offers opportunities for services that are more efficient and more user-friendly. The marketers may also offer new approaches, apps, and in-store solutions for enhanced customer engagement after researching the needs, roles and use contexts of the customers. Marketers have already started talking about mobile conversion funnel besides desktop conversion funnel. It is quite interesting to note that in mature markets, shape of the funnel is different and has higher purchase conversion rate.

Accordingly, editors' objective, while proposing this book, is to consolidate the contemporary academic and business research. The book is a sincere endeavor to present the up to date research related to m-commerce to various stakeholders in a comprehensive manner and to give them some ideas for future research avenues. Some of the broad areas this book aims to cater

are analysis of preconditions leading to such stupendous growth of m-commerce, dimensions of m-commerce, newer mobile technologies, emerging business models, frameworks and trends, novel services and approaches to provide consistent customer experiences, emerging payment mechanisms and platforms and other ongoing developments in this rapidly expanding area to various stakeholders.

Target Group

The book targets professionals, researchers and scholars working in the domain of M-commerce, E-commerce, Mobile banking, Digital payments, mobile apps, Cashless economy, Digitalization etc.

Proposed Areas of Study:

- M-commerce: Meaning, Evolution and Growth
- Paradigm shifts in M-commerce
- M-commerce and Digitization
- New business models in M-commerce
- Emerging Trends and practices in M-commerce
- Mobile Apps
- Mobile Payments
- Applications of M-commerce
- Future of mobile commerce
- Impediments in M-commerce
- M-commerce versus E-commerce
- Future of M-commerce
- Legal and policy framework related to M-commerce
- M-commerce: A fleeting obsession or a permanent fixture
- Mobile Banking
- Advantages of M-commerce
- Driving forces of M-commerce
- M-commerce: A boon or bane
- Mobile Organizations : Myth or Reality

- M-commerce and demonetization
- M-commerce: Crusader for “Phygital” retail
- M-commerce and cashless economies
- M-commerce and financial inclusion of marginalized sections

Please note: Tentative topics given above are only indicative and not exhaustive.

Submission Guidelines

Interested researchers, practitioners, authors and contributors are invited to submit on or before **February 28, 2017**, a chapter proposal of up to 500 words clearly explaining the objectives, issues, concerns and outcomes of his or her proposed chapter on mcommercesubmissions@gmail.com. Authors will be notified by **March 05, 2017** about the status of their proposals and will be sent detailed chapter guidelines. Full chapters are expected to be submitted by **March 31, 2017**. Contributing authors must consult the guidelines for manuscript submissions prior to final submission. All submitted chapters will be subjected to a double-blind review. Contributors may also be requested to serve as reviewers for this project.

However, if author(s) has/ have ready full chapters with them, they are encouraged to submit both proposal and chapter simultaneously. Expected length of the chapter is 6,000-8,000 words excluding abstract and references. Chapter should be in 11 Point

Editors' Profile

Punita Duhan is a faculty in Business Administration with Department of Training and Technical Education, Govt. of NCT of Delhi for the last 17 years and currently pursuing research in Social media from Institute of Management Studies, Banaras Hindu University, Varanasi. Her research interests include Consumer behaviour, Behavioural Marketing, Social and Digital technologies, Green Marketing, Digital Marketing, e-Commerce, and m-Commerce. Prior to this, she has worked as Faculty of Management with University Business School, Punjab University, Chandigarh and Institute of Management and Technology, Faridabad. Springer, IGI global, Bloomsbury etc. She has recently published an edited book on social media, published by IGI Global.

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Dr. Anurag Singh is having an affluent experience of more than seventeen years in teaching, research and training. He did M.B.A., from Department of Business Administration, Bundelkhand University Jhansi and had the specialization in Marketing and Human Resource Management. He obtained his Ph.D. in Marketing area from FMS, Gurukul Kangri University, Haridwar, Uttarakhand. Dr. Singh has published more than 45 research papers in referred journals and edited volumes, which includes the prestigious international publishers like Palgrave, Springer, IGI global, IEEE, and Bloomsbury etc. Dr. Singh has presented research papers in more than 45 National and International Seminars and Conferences on the contemporary issues in Management. Apart from organizing Faculty Development Program on Time Series Analysis, Workshop on SEM and International Conference on Marketing, Dr. Singh has chaired a number of technical sessions in National and International Conferences and Seminar. Besides his active involvement as the trainer to various Government departments like MSME, and PVVNL and Indian Oil he is being invited as a soft skill trainer by various Management Institutions. Dr. Singh has developed the curriculum for several Management Institutions in the Country.

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font, Times New Roman, 1.5 line spacing and default margins. Style of referencing should be APA.

Note: There are no submission or acceptance fees.

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Important Dates:

February 28, 2017: Proposal Submission Deadline

March 05, 2017: Notification of Acceptance

March 31, 2017: Full Chapter Submission

April 30, 2017: Review Results Returned

May 31, 2017: Final Chapter Submission

Proposals may be submitted at mcommercesubmissions@gmail.com

All inquiries may be addressed to the editors at: