

## THE VALUE CHAIN OF DEVELOPING MOBILE APPLICATIONS RELYING ON CONSUMER PERCEPTION

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### ABSTRACT

Thanks to availability of the Internet, the well-designed information technology infrastructure, and increment of wireless communication technology, the mobile commerce are proliferating at an unprecedented rate. The mobile phone, personal digital assistant (PDA), and other personal communication devices also increased with a high utility rate. The operation of business also has struck against this new way-Mobile Commerce. In the past, companies were all active in conducting e-business, such as ERP, EDI. But, the trend of today already became Mobile Commerce. The business competition of the Internet also has changed from wire to wireless. Business success is depending on what one knows about one's customers. M-commerce presents many new opportunities and challenges to carry out one-on-one customer relationship in the world of e-business. For m-commerce to reach its full potential, exam every activity that a company performs and how they interact is necessary for analyzing the sources of competitive advantage and strategies which must offer the customer and company maximum effectiveness through value chain of mobile commerce relied on consumer perception. In this research, we develop the value chain of developing mobile applications relying on consumer perception in order to find out the core competition in mobile commerce and the barriers of mobile commerce.

**Key words:** *mobile commerce, information technology infrastructure, ERP, EDI.*