



## Enhancing Consumer Experience through Mobile Commerce: Challenges and Opportunities

Collection Editors:

**Prof. Dr. Dan-Cristian Dabija**

Department of Marketing, Faculty  
of Economics and Business  
Administration, Babes-Bolyai  
University Cluj-Napoca 400591,  
Romania

**Prof. Dr. Cristinel Vasiliu**

Department of Business, Faculty  
of Business and Tourism,  
Bucharest University of Economic  
Studies, Bucharest 010404,  
Romania

**Ms. Rebeka-Anna Pop**

Department of Marketing; Faculty  
of Economics and Business  
Administration, Babes-Bolyai  
University, Cluj-Napoca 400591,  
Romania

### Message from the Collection Editors

The objective of this Special Issue is to capture the latest advances regarding the use of mobile commerce by contemporary organizations. Topics of interest for publication in this Special Issue include, but are not limited to, the following:

- Mobile commerce tendencies in a global world
- Mobile commerce tendencies by industries
- Impact of COVID-19 on mobile commerce
- Industry challenges during the pandemic in the context of m-commerce
- Mobile commerce strategies of organizations
- Mobile commerce applications impact on consumer behavior
- Generational approach of mobile commerce
- Challenges of mobile commerce applications for organizations
- Shift from e-commerce to m-commerce: a consumer perspective
- Consumer experience through mobile commerce
- Privacy concerns of mobile commerce applications
- Consumer journey through mobile commerce
- Omnichannel mobile shoppers
- Technology features in the mobile commerce
- Mobile shoppers behavior
- Consumer engagement through mobile commerce applications: case studies and practices

