

Trends in m-payments research: A literature review

DENIS DENNEHY & DAVID SAMMON



UCC

Coláiste na hOllscoile Corcaigh, Éire
University College Cork, Ireland



Why conduct a literature review?



Researchers have different views on how to approach and understand a problem

Outputs of a literature review

- 1) Provide a comprehensive and coherent **framework** for cataloguing, synthesising, and integrating existing m-payments literature
- 2) Identify and categorise the various **research foci**
- 3) Determine the underlying **theoretical perspectives** used to frame the analysis of the topic
- 4) Ascertain the nature of the research – **methodologies utilised** to conduct the analysis
- 5) Distinguish any **themes or trends** in the literature; more specifically to identify areas of **consensus** as well as point out **opportunities and suggestions** for future research (Dibbern et al., 2004, p.14)

Literature review framework

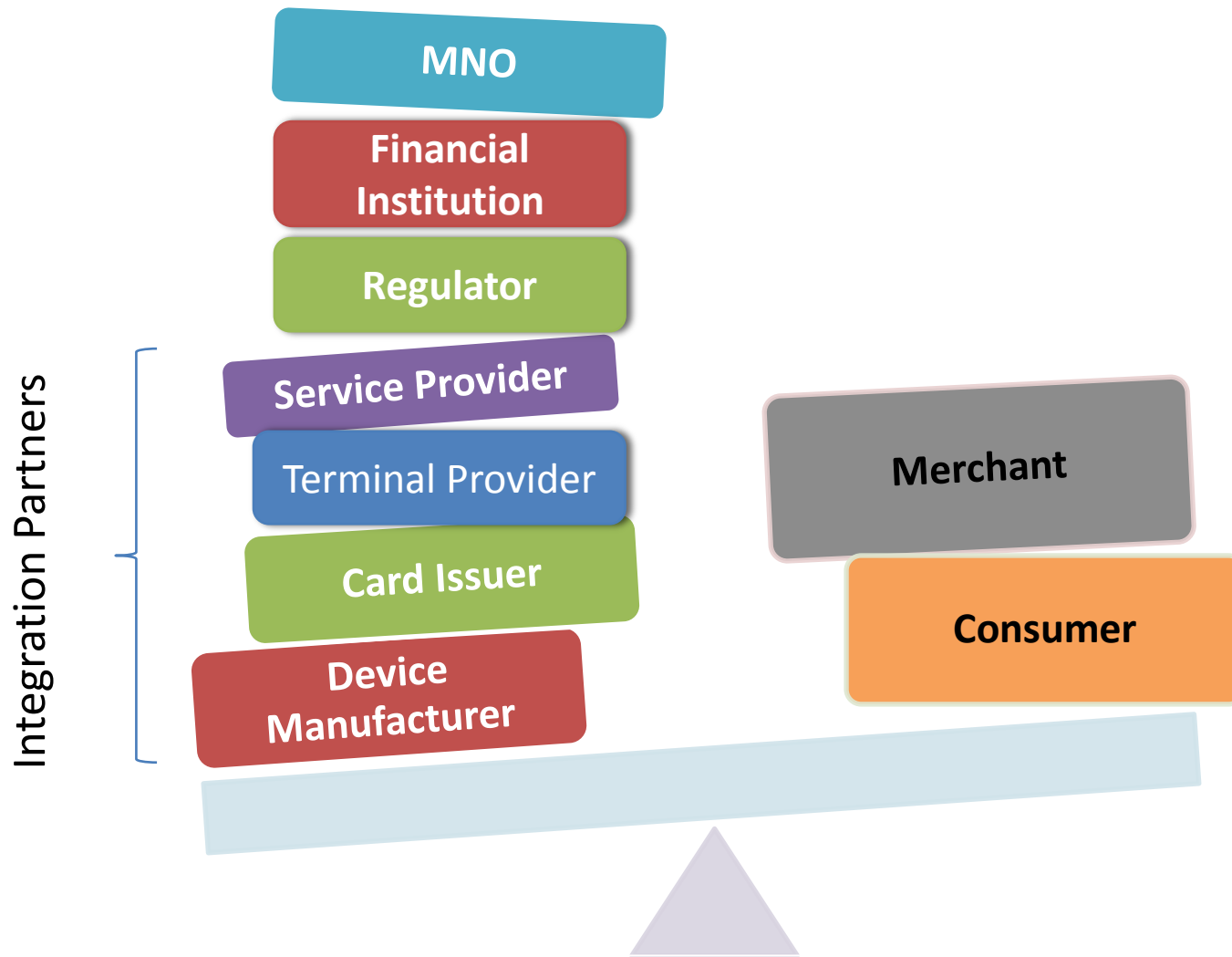
Y Axis: Contingency theory lens

- 1) *legal, regulatory and standardisation,*
- 2) *technology, security and payment architectures*
- 3) *social, cultural and economic*
- 4) Papers that addressed a number of these categories but none in-depth were classified as *multiple categories*.

X Axis: Stakeholders in an m-payment ecosystem

(cf. Dahlberg et al., 2007: Porters Five Forces + Contingency Theory)

Stakeholders in an m-payment ecosystem



Classification of top 20 cited papers between 1999 and 2014

	Legal, Regulatory & Standardisation	Technology, Security & Architecture	Social, Cultural & Economic	Multiple Categories
Merchant		40,46,48,62,64	21,36	49,58
Consumer		40,46,62,64	10,12,19,21,36,38	49,58,59
MNO				
Financial Institutions				
Integration Partners		39		55
Regulators				
Multiple Stakeholders				3,14,23

Classification of 20 most recently published papers between 2013 and 2014

	Legal, Regulatory & Standardisation	Technology, Security & Architecture	Social, Cultural & Economic	Multiple Categories
Merchant		61	50	
Consumer		22,35,42,43,61,63 65,66,67,68,69	50	
MNO				
Financial Institutions				
Integration Partners		37,56		
Regulators				60
Multiple Stakeholders	2	30,33,51		72

Breakdown of methods adopted in empirical studies

Method used	1999-2014 (#11)	2013-2014 (#14)
Interviews (includes one focus group)	4	1
Surveys	2	8
Design	1	3
Mixed Methods (interviews and surveys)	4	2

Breakdown of methods adopted in empirical studies

Model	1999-2014 (#11)	2013-2014 (#14)
TAM or extended versions	7	9
Country Specific (#5)	Germany India Korea Tanzania USA	Canada Germany Ireland Jordan, Kenya Portugal Tanzania UK

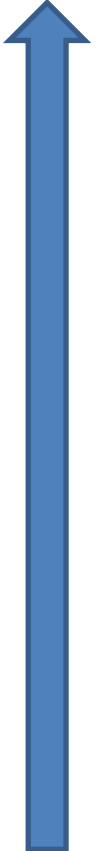
Main focus of the theoretical and empirical papers

	Legal, Regulatory & Standardisation	Technology, Security & Architecture	Social, Cultural & Economic	Multiple Categories
Merchant		▲○○○○○○○	▲○○	○○
Consumer		▲▲▲▲▲○○ ▲▲▲▲▲○○	○○○○ ▲○○○	○○○
MNO				
Financial Institutions				
Integration Partners		▲▲○		○
Regulators				▲
Multiple Stakeholders	▲	▲▲▲		▲○○○

○ Top 20 cited papers (1999 to 2014)

▲ 20 most recently published papers (2013/2014)

Trends in m-payment research

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- ❖ Consumer adoption studies continue to be a popular aspect of research
 - ❖ Strong tradition of TAM being used by the research community
 - ❖ *Legal, regulatory & standardisation* issues
 - ❖ *Technology, security & architecture* issues
 - ❖ Revival of Design Science Research
 - ❖ Country specific studies (single case study)
 - ❖ M-payment research appearing in peer reviewed journals and even greater numbers appearing in conference proceedings (cf. Dahlberg et al., 2007)

Conclusions & calls-to-action

- M-payments no longer a research fad or fashion (cf. Baskerville and Myers, 2009)
- Future research to
 - Adopt design science research – problem solving paradigm
 - Examine adoption of m-payment systems across multiple countries and be continent specific (Europe, Africa, and North America)
 - integrated understanding
 - move from isolated single case success stories to a universal m-payment system
 - Examine the impact of legal, regulatory & standardisation issues on ecosystem stakeholders

Thank You
&
Any Questions