



Mobile Payment in Deutschland. Google Wallet und GiroGo im NFC Payment Markt (German Edition)

By Niklas Dorn

GRIN Verlag GmbH. Paperback. Condition: New. This item is printed on demand. 32 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, 3, Hochschule der Medien Stuttgart, Sprache: Deutsch, Abstract: Auch etwa 20 Jahre nach Einführung des EC-Karten Systems werden 82 der Zahlungen in Deutschland in Bar gettigt. Dennoch lassen die Statistiken erkennen, dass immer mehr Transaktionen bargeldlos durchgeführt werden. So ist beispielsweise die Anzahl der electronic Cash Transaktionen von 2001 bis 2010 von etwa 0,5 Mrd. auf knapp 2 Mrd. gestiegen. In Japan und USA ist mobile Payment schon längst Standard, aber auch Deutschland befindet sich im Umbruch. Die Experten sind sich einig, dass in naher Zukunft ein Groteil der Transaktionen mittels mobile Payment abgewickelt wird. Zur Vorgehensweise: Neben einer kurzen Betrachtung der NFC Payment Technologie und einer Marktanalyse des Mobile Payment Marktes werden in dieser Studienarbeit das auf NFC fähigen Bankkarten basierende Projekt GiroGo der deutschen Kreditwirtschaft und das auf NFC fähigen Smartphones basierende Projekt Google Wallet von Google Inc. analysiert und miteinander verglichen. Der empirische Vergleich erfolgt dabei aus einer wirtschaftlichen Perspektive heraus. Hierbei wird das Potenzial beider Wettbewerber im Hinblick auf...



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