Influential Factors of an Enterprise Mobile Strategy

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Abstract

The purpose of this research is to identify influential factors that affect an Enterprise Mobility Strategy. An Enterprise Mobile Strategy is the application of mobile devices and wireless technology to enable communication, information access, and business transaction from any device, from anyone, from anywhere, at any time. The first phase of this project involved collecting data from the SAP mobile application store. After that, statistical analysis was done to analyze the impact of online review, application rating, ERP maturity, and application complexity on enterprise mobile application adoption through hypotheses testing. Overall, the research findings showed that several factors including customer rating, technical requirements, business area, number of white pages, and continent affected the application adoption. However, only the number of technical requirements affected the price of an application. By identifying these factors and knowing their impact, our research findings provide executives and IT managers means to identify and to craft an effective framework to implement an enterprise mobile strategy within their company.

Reflection

After completing this research project my fundamental understanding of how research is conducted in my discipline has developed significantly.

I have learned, and experienced many different methods of research. Before this project I had little knowledge of the informational resources at my disposal. Now I know of many different ways to find information, especially through the library and its database.

The knowledge I have gained from this research project is almost unmeasurable. I was able to experiment, brainstorm, and be creative. Because of all of that I more clearly understand the fundamentals of experimental design.

The results of my research were both surprising and interesting. Based on my extensive knowledge of the data before-hand, the results were fairly easy to interpret. However, relaying that information back was much more difficult. It was hard to explain something I knew so well in a way that any reader could understand.

Overall I thoroughly enjoyed this research project. It taught me so much about information, and how to get it. In addition, I learned a lot more about the real world than I would have expected. This project has greatly prepared me for the future of technology, as well as for my future. I look forward to continuing my research again next year.