

Bridging Consumer Farmer Mobile Application Divide

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Abstract : Technological inventions such as websites, blogs, smartphone applications are on a daily basis influencing our decision making, are improving our productivity and are shaping futures of many consumer and service/product providers. This research identifies that these days both customers and providers heavily rely on smart phone applications. With this in mind, iTunes mobile applications store has been studied. It was identified that food related applications used by consumers can broadly be categorized into purchase apps, diaries, tracking health apps, trip farm location apps and cooking apps. On the other hand, apps used by farmers can be classified as: weather apps, pests / fertilizer app and general Facebook apps. With the aim to blur this farmer-consumer divide our research utilizes Context Specific eTransformation Framework and based on it identifies characteristic of the app that would allow this to happen.

Keywords : smart phone applications, SME - farmers, consumer, technology, business innovation

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