



M-BANKING FUTURE?

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ABSTRACT

Banks are making a continuous effort to provide customer-centric services at reduced costs and at the same time ensure operational efficiency to the greatest extent.. The advent of Internet has initiated an digital revolution in the worldwide banking sector. On top of this the developments of Mobile Technologies are bringing in new opportunities for Banks. The dynamic and flexible nature of the mobile communication channel as well as its ubiquitous reach has helped in extending a variety of banking activities to its customers. As a result new banking platform offering entirely new types of banking services have emerged innovating on various e-business models. One such model is – M Banking. Mobile banking, a symbiosis of technology and financial services, is the hottest area of development in the banking sector and is expected to replace the debit and credit card system in future. In today's work environment, daily deadlines, appointments and meetings are inevitable. And often, one is hard pressed for time. This is marshalling in the concept of "Anywhere, Anytime, Anyhow Banking" Call it m-banking or mobile banking, your banking transactions are all done in a jiffy through your mobile phone. This paper examines a comprehensive view of the global m-banking industry. It focuses on m Banking Scenario, various issues and the future banking solutions.

KEYWORDS: *mobile banking; benefits; m-banking; m-commerce.*