



Akzeptanz von E-Payment (German Edition)

Thomas Lo Coco

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Bachelorarbeit aus dem Jahr 2007 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,3, Fachhochschule Frankfurt am Main , 6 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die vorliegende Arbeit behandelt das Themengebiet E-Payment Systeme. Um einen Überblick zu erlangen wird zunächst E-Payment im Allgemeinen erläutert. In diesem Zusammenhang wird ebenso ein Einblick in verschiedene Online-Zahlungsverfahren sowie Sicherheitsmechanismen gegeben und anschließend die damit verbundenen Anforderungen dargestellt. Im Folgenden werden drei erfolgreiche Beispiele für E-Payment-Systeme vorgestellt, wobei M-Payment in einem gesonderten Kapitel behandelt wird. Wie der Titel der Arbeit verspricht, wird besonders auf die Akzeptanzkriterien bzw. Ansprüche der Kunden eingegangen, die diese an E-Payment stellen.

Weiterhin wurde ein Fragebogen erstellt, anhand dessen der Bekanntheitsgrad und die Akzeptanz der entsprechenden E-Payment-Systeme ermittelt werden sollte. Abschließend werden in Verbindung mit der Auswertung des Fragebogens Schwachstellen herausgearbeitet und Verbesserungspotentiale ausgemacht.

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