

# **Abstract**

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## **Mobile Banking Perception and Usage: The Case of Egypt**

As, the user experience is an important prerequisite for the success of m-commerce applications, the main subject of the research study reported here is the use of Mobile Banking (MB) in Egypt. The study using a structured questionnaire to investigate on who are the potential mobile banking users, the frequency of mobile banking use &#97;&#110;&#100; the users' perception toward mobile banking services in Egypt. Data was collected &#97;&#110;&#100; analyzed using SPSS. Mobile banking users' nature were revealed, which enabled the researchers to make recommendations on how to satisfy mobile banking users' needs, improve their usage experience &#97;&#110;&#100; promote mobile banking services in Egypt.