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THE IMPACT AND IMPLICATION OF NEW SHORT  
MESSAGING SYSTEM (SMS) SERVICE ON USER  
PREFERENCES

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2010

## **ABSTRACT**

Mobile New Short Messaging Service (SMS) System is a Web Application. This application collects information from different web sites such as sports, news, shares, stock, finance etc. The system contacts the specified web sites and collects the information, updates the information from time to time and stores the information in its database; whenever the database gets updated there will be an automatic reminder run switch that sends the updated information to the register subscribers in a SMS format since the SMS method of communication exhibits a number of characteristics that have contributed to its increased popularity.