In the field of mobile commerce, marketing and services a lot has happened in recent years due to the maturation of technologies (both device and networks) and business models (Leem, Suh, & Kim, 2004). Especially mobile services that truly create value for users are being created in different forms in entertainment (e.g. games see Salo & Karjaluoto, 2007), banking (Laukkanen, 2005) and healthcare (Lin & Vassar, 2004) industries. Unique value propositions and capturing of that value seems to be of essence to all players of the mobile ecosystem and networks (Salo, Sinisalo, & Karjaluoto, 2008). Inspired by the changes occurring in the mobile field we launched this special issue with call for articles. Four articles constitute this special issue that provides academics and managers with new concepts and ideas on how to proceed with research and management of the mobile service field.

The special issue consists of four articles that are presented next. The lead article in the issue is by Mika Westerlund, Risto Rajala, Tuure Tuunanen, and Jari Salo titled *The influence of content and trust on consumers’ intention to accept mobile advertisements*. The authors suggest that attractive content and trust in advertisers are key predictors of mobile deviser users’ behavioral intention towards mobile advertising. The article applies and extends the TRA to the mobile advertising field. For managers, the study highlights the importance to focus on the right type of content in terms of personalization and context-specificity. In addition, entertainment value of mobile ads should be taken into consideration.

The second article, *Exploring the factors behind resistance to mobile banking in Portugal* by Pedro Cruz, Tommi Laukkanen and Pablo Muñoz explores resistance to mobile banking in Portugal with extensive empirical data. The authors’ results indicate that functional barriers are more severe than traditional psychological barriers. Their research extends the multidisciplinary approach to explaining resistance of technology in different contexts. For managers, the study emphasizes the importance of decreasing functional barriers relating to mobile banking. Services provided should be easily usable and high value-for-money.

The third article by Henny de Vos, Timber Haaker, Marije Teerling, and Mirella Kleijnen titled *Consumer Value of Context-Aware and Location-Based Mobile Services* examines consumer perceived value of mobile services that are context aware and location sensitive. The study shows contrary to other studies that mobile services that are context aware do not provide added value to customers. However, utilitarian elements have higher perceived value than hedonic elements. For managers, the article highlights the importance of taking into account consumer’s privacy needs to create trust for service providers.

The fourth article *Location-based services (LBS) in micro-scale navigation: shortcomings*...
and recommendations by Suleiman Almasri, Muhammad Alnabhan, Ziad Hunaiti, and Eliamani Sedoyeka investigates micro-scale navigation issues relating to GPS systems. The article explores the LBS system for pedestrian navigation from technological perspective by focusing on availability and accuracy of service provided. For managers and academics the authors provide insights how to improve both wireless networks and devices to improve services provided.

I would like to warmly thank editor and reviewers of the special issue and I truly hope that these articles and others to come stimulate interest in digital services and especially in different types of mobile services and their value logics and effectiveness.

REFERENCES


