Editorial Preface

Ada Scupola, Editor-In-Chief, IJESMA

This issue starts the second year of the International Journal of E-Services and Mobile Applications. It is devoted to mobile commerce and mobile services in a global context and provides theoretical understandings as well as empirical evidence from different countries especially in relation to mobile ticketing services and SMS voting.

The first article entitled Consumers’ Attitudes toward Mobile Commerce: A Model to Capture the Cultural and Environment Influences is authored by QiYing Su, CEIBS University, Shanghai and Carl Adams, University of Portsmouth. This paper reports on a study on consumers’ attitudes toward m-commerce from samples in a city in China and a city in the UK. Attributes of environment and cultural influences are explored and the paper develops a model on Consumers’ Attitudes toward M-commerce in different Cultural Environments (CAMCE). The paper’s contribution lies by identify and distinguish between influences related to the environment and to culture.

The second article, entitled Determinants of Goal-Directed Mobile Ticketing Service Adoption among Internet Users: The Case of Taiwan is authored by Shen-Yao Wang and Ting Lie, Yuan Ze University. The paper aims to understand the driving factors that influence the attitudes and behavioural intention to adopt mobile ticketing services, a new mobile Internet service in Taiwan. The paper does so by applying the Theory of Planned Behaviour. Empirical findings suggest that the intention to adopt the mobile ticketing service is significantly affected by the attitude towards the service, as well as the self-efficacy and controllability of adopting the mobile ticketing service. Attitude towards using the mobile ticketing service is significantly influenced by perceived usefulness and perceived monetary value of the service, whereas perceived usefulness is significantly affected by the perceived ease of use of the mobile ticketing service.

The third article, entitled Analysis of Mobile Users’ Perception towards SMS Voting is written by Ainin Sulaiman, Ali Hussein Saleh Zolait and Ngkaisain, University of Malaya. The objective of the paper is to study the characteristics of SMS voting adopters in terms of demographic factors as well as to explore mobile users’ perception towards SMS voting. A survey using questionnaires was conducted to gain information and opinions from a convenience sample of
300 Malaysian mobile users regarding their perceptions on using SMS to vote. The findings revealed that approximately two-thirds of Malay respondents use SMS voting. The study’s findings reveal that most mobile users in the sample are single and female, and that mobile users like to send their votes using SMS. There is a significant difference between the usages of SMS voting among female respondents. Out of the total respondents, 80 percent perceived that the ease of use factor greatly influences mobile users in using SMS for voting purposes.

Finally this issue includes the review of the book entitled Social Networking Communities and eDating Services: Concepts and Implications edited by Celia Romm-Livermore and Kristina Setzekorn and published in 2009 by Information Science Reference, Hershey, PA. The book is reviewed by Jayanti Bandyopadhyay, Salem State College, Salem, Massachusetts. According to Dr. Bandyopadhyay this edited book presents practical research and theoretical concepts about various professional, work and more personal connections happening in cyberspace through social networking communities and eDating. In addition, the book informs the reader about and points out the need for more scholarly and scientific research in an area where the line between the virtual and the real world is blurred. In her opinion, this book is one of the first that may be a good candidate for supplementing graduate level reading material in courses from diverse fields such as marketing, management, sociology, psychology, political science, information technology, and research methods.

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