Preface

The convergence of the Internet and wireless technology in the late 1990s has produced a revolutionary telecommunication phenomenon called mobile services. Mobile services are mobility-enhancing computing services that can be delivered to a user’s mobile device over a wireless network. Mobile services play a very important role in the world economy. As business paradigm shifts from a desktop-centric environment to a data-centric mobile environment, mobile services provide numerous new business opportunities and, at the same time, challenge many of the basic premises of existing business models.

Creating global perspectives in the fast evolving mobile services industry is an extremely difficult task. There are many reasons for this, including the highly complex nature of the mobile services’ networks, providers, and users involved in mobile services as well as the constantly evolving underlying technologies. Due to the extraordinary speed of technological advances, factors and issues influencing mobile services are not well understood, and empirical, as well as theoretical, studies are lacking. Enabling and disabling factors affect mobile users’ adoption and interaction with mobile services, which may be different from a desktop-centric environment.

As a growing number of customers utilize mobile devices to exchange information and to conduct business transactions, firms are competing to provide the most value-added, innovative, convenient mobile services for their customers. While large firms have been the early adopters and beneficiaries of most e-business innovations, an increasing number of small and medium-sized enterprises (SMEs) are also rapidly adopting e-business to better serve customers, improve productivity, extend a market base, and stay competitive. Although new mobile technologies and applications, and business models are continually appearing, it is high time to take stock of the new knowledge in mobile services. *Strategy, Adoption and Competitive Advantage of Mobile Services in the Global Economy* provides a repository for researchers and industry practitioners to present their research ideas, theories, and practical experiences, and discuss challenges and opportunities.

This book is composed of nineteen chapters in three sections: **Section 1: Human Factors in Mobile Services**, which presents mobile consumer’s service acceptance models, trust, and psychological perspective on mobile services; **Section 2: Human Factors in Mobile Technologies**, which addresses user characteristics, technology specific factors, and attitudinal and behavioral perspectives on new mobile technologies; and **Section 3: Mobile Services Management**, which discusses various business management topics such as management methods, customer management, investment justification, and management practices. A brief introduction of each chapter follows:
Section 1: Human Factors in Mobile Services consists of seven chapters. “The Effects of Consumption Values on the Use of Location-Based Services on Smartphones” by Jing Zhang and En Mao analyzes what factor drives consumers’ behavioral intentions to use and to speak positively about mobile location-based services (LBS). A model was developed based on the Theory of Consumption Values, positing the effects of five consumption values on such behavioral intentions. “Attribute Perceptions as Factors Explaining Mobile Internet Acceptance of Cellular Customers in Germany” by Torsten J. Gerpott analyzes (1) how customers of mobile network operators (MNO) perceive attributes of mobile Internet (MI) offers, (2) how these perceptions are related to MI acceptance and (3) the extent to which these judgments and relationships differ as a function of an individual’s adoption status (actual compared to potential MI user) and the appliance category employed to access MI (handset compared to laptop). “Adoption of Mobile Video-Call Service: An Exploratory Study” by Ángel Hernández-Garcia, Ángel Francisco Agudo-Peregrina, and Santiago Iglesias-Pradas investigates the factors which may help to predict mobile video-call acceptance, based on three consolidated technology acceptance theories (the Technology Acceptance Model, the Theory of Planned Behavior and the Innovation Diffusion Theory) and considering service-specific factors. “Consumer Information Search and Decision-Making on M-Commerce: The Role of Product Type” by Moutusy Maity compares consumer decision-making experiences across two channels (m-commerce and e-commerce), and investigates the moderating role of product type in each channel. “Consumer Adoption of Mobile Coupons in Malaysia” by Sudarsan Jayasingh and Uchenna Cyril Eze examines key factors in consumers’ intention to use mobile coupon. “Mobile Banking in the Youth Market: Implications from an Entrepreneurial and Learning Perspective” by Vanessa Ratten examines the behavior Australian youths have towards mobile banking. “Consumers Intention to Use Mobile Commerce and the Moderating Roles of Gender and Income” by Uchenna Cyril Eze and Yew Siang Poong examines key factors that influence m-commerce adoption and the moderating roles of gender and income.

Section 2: Human Factors in Mobile Technologies consists of six chapters. “Mobile Devices and the Self: Developing the Concept of Mobile Phone Identity” by Michelle Carter, Varun Grover, and Jason Bennett Thatcher develops the rationale for talking about IT as a source of identity that transcends the roles individuals perform and the groups they affiliate with. “User Perspective on the Adoption of Mobile Augmented Reality Based Applications” by Markus Salo, Thomas Olsson, Markus Makkonen, and Lauri Frank covers the adoption and perceived strengths and weaknesses of mobile augmented reality-based applications. “Perceptions of the Impact of Mobile Sales Force Automation on Salespeople’s Performance” by Eusebio Scornavacca, Sid Huff, Hartmut Hoehle, and Adam Sutherland explores the perceived impact of mobile sales force automation (mSFA) on salespeople’s performance, as seen by the salespeople themselves and also by their manager. “Adoption of Mobile Reading Devices in the Book Industry” by Vanessa Ratten extends previous research on technology adoption behavior by focusing on the role of emotional connections people have towards electronic books (e-books). “Mobile Communication: A Study on Smart Phone and Mobile Application Use” by Ozlem Hesapci-Sanaktekin and Irem Somer finds that mobile application use, either free or paid, is explained by the period of smart-phone use, attitudes toward mobile applications, financial cost, and opinion leadership. “Factors Affecting Mobile Phone Use among Undergraduate Students in Turkey: An Exploratory Analysis” by Ali Acılar examines the factors affecting mobile phone use among undergraduate students in a developing country.
Section 3: Mobile Services Management consists of six chapters. “Mobile Social Networks: Communication and Marketing Perspectives” by Kaan Varnali reviews existing academic knowledge on mobile social networks and provides a conceptual framework to study and understand this complex, emergent phenomenon and discuss related future research avenues. “Mobile Services as Resources for Consumer Integration of Value in a Multi-Channel Environment” by Veronica Liljander, Johanna Gummerus, Minna Pihlström, and Hanna Kiehelä discusses the importance of moving beyond single channel research and understanding how contemporary consumers use and combine channels to create value for themselves. “Mobile Advertising in Small Retailer Firms: How to Make Most of It?” by Wesley J. Johnston, Hanna Komulainen, Annu Ristola, and Pauliina Ulkuniemi focuses on small retail firms and finds the benefits of mobile advertising highly enticing, at the same time finding the full exploitation of this new communication medium challenging. “Designing Effective Mobile Advertising with Specific Reference to Developing Markets” by Shalini N. Tripathi and Masood H. Siddiqui proposes a hierarchical utility package (in the consumers’ perception) with reference to mobile advertising, thus aiming to enhance its acceptance amongst the consumers. “Justifying RFID Investment to Enable Mobile Service Applications in Manufacturing and Supply Chain” by In Lee presents a mathematical model for the valuation of Radio Frequency Identification (RFID) investment to enable mobile service applications in manufacturing and supply chain. “Assessing Mobile Value-Added Preference Structures: The Case of a Developing Country” by Opal Donaldson and Evan Duggan posits that the differences in economic benefit of mobile services are directly related to the cultural uniqueness of each mobile market and recommends a consumer-centric approach as a potential solution to successful market uptake.

Strategy, Adoption and Competitive Advantage of Mobile Services in the Global Economy is an excellent collection of the latest research and practices associated with mobile services theories, management, user behaviors, and technology trends. This book is one of the first comprehensive books that present aspects from the managerial and human sides of mobile services. As leading experts in the mobile services area, the contributors did an outstanding job of providing our readers with extensive coverage of the most important research topics – new concepts, management strategies, mobile user behavior, valuation of technology, and trends. The projected audience includes researchers, mobile services developers, mobile services providers, marketing managers, IT managers, professors, and undergraduate/graduate students in various academic disciplines. I expect this book to shed new insights for researchers, educators, and practitioners to better understand the important issues of mobile services research and technologies.

In Lee
Western Illinois University, USA