The objective of the International Journal of E-Services and Mobile Applications (IJESMA) is to be a truly interdisciplinary journal providing comprehensive coverage and understanding of all aspects of e-services, self-services and mobile communication from different fields including marketing, management, and MIS. The journal invites contributions that are both empirical and conceptual, and is open to all types of research methodologies both from academia and industry.

Topics Covered:

- Adoption and Diffusion of E-Services
- Conceptual foundations and theoretical frameworks of e-services
- E-Banking
- E-Government
- E-Health
- E-Libraries
- E-services and business models
- E-services and competences
- E-services and entrepreneurship
- E-services and human resource management
- E-services and innovation
- E-services and knowledge management
- E-services and marketing
- E-services and security
- E-services and strategies
- Service science
- Service systems
- Servitization
- Social Media
- Understanding services and e-services
- Web-based portals offering different kinds of services