

# Editorial Preface

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This issue includes four papers, which include empirical studies on of e-services. The first paper three papers address the markets for mobile applications, while the fourth paper studies an e-government service (electronic tax filing). The first paper studies the mobile platform ecosystems, while the other three papers are dealing with adoption and consumer behavior.

The first paper in this issue is “Why Controls are used in Platform Ecosystems? An AHP Approach to rank roles of control mechanisms in platform ecosystem” by Sandip Mukhopadhyay, Management Development Institute & IBM India, Nikou Shahrokh, Åbo Akademi University, Finland, and Harry Bouwman, Delft University of Technology, Netherlands & Åbo Akademi University. The paper studies the critical role played by inter-organizational control mechanisms in mobile platform ecosystems. Using an Analytic Hierarchy Process (AHP) approach, the paper prioritises the most important roles of control portfolio in the platform ecosystems. Though traditionally controls are primarily used to coordinate between partners with divergent objectives, ecosystems leaders use control primarily to capture a higher share of value of the service. The findings provide further insights on two other roles of control in platform ecosystems: (i) accessing complementary resources and (ii) managing interdependency between partners.

The second paper “Modeling loyalty intention and word-of-mouth behavior towards fast moving technology products (FMTP)” is written by Swagato Chatterjee, IIM Bangalore in India. The current study develops and validates an integrated model of loyalty intentions and word-of-mouth (WOM) behavior towards FMTPs using the theories of TAM, planned behavior, social diffusion and satisfaction–loyalty links. Fast moving technology products (FMTP), for instance mobile applications, have been characterized as a category which has a high churning rate. This makes customer loyalty one of the major concerns for FMTP marketers. The results suggest the comparative importance of various design and marketing aspects of an app that impacts consumer loyalty intentions and WOM behavior.

The third paper “The Effect of Privacy Concerns on the Purchasing Behavior among Malaysian Smartphone Users” is written by Zakariya Belkhamza, Mohd Adzwin Faris Niasin, and Sidah Idris all from Universiti Malaysia Sabah. The objective of this paper is to investigate the issue of privacy concerns on the attitude and purchasing intention among Malaysian smartphone users. The paper investigates the relationships between privacy concerns and attitudes towards purchase, as well as between privacy concerns and the intention to purchase with smartphone apps. The rise of e-commerce and m-commerce has brought the intention to the privacy concerns among mobile buyers and the paper provides insights on the issue of privacy concerns in the usage of smartphones which can help developers to improve their apps stores to provide a better protection for users’ privacy and security in Malaysia.

The fourth paper “Adoption of e-Government Services: Exploring the Case of Electronic Tax Filing” is written by Nabila Nisha, Mehree Iqbal, Afrin Rifat, and Sherina Idrish all from North South University in Bangladesh. The paper studies Electronic tax filing (e-tax) in Bangladesh. Many developed countries today have initiated e-tax. However, such a service is yet to establish itself as an

integrated system in developing countries like Bangladesh. This research proposes a model to identify factors affecting adoption of such a system in Bangladesh. The findings indicate that facilitating conditions, trust, effort expectancy, performance expectancy, along with individual innovativeness plays an important role in capturing taxpayers' overall perceptions of e-tax services. It is concluded that individual taxpayers may be fairly pragmatic in developing general attitudes towards using such system in Bangladesh.

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