

# INTERNATIONAL JOURNAL OF E-SERVICES AND MOBILE APPLICATIONS

January-March 2013, Vol. 5, No. 1

## Table of Contents

### EDITORIAL PREFACE

- i *Ada Scupola, Department of Communication, Business and Information Technologies, Roskilde University, Roskilde, Denmark*

### RESEARCH ARTICLES

- 1 **Critical Success Factors for Positive User Experience in Hotel Websites: Applying Herzberg's Two Factor Theory for User Experience Modeling**  
*Arunasalam Sambhanthan, Department of Computing, University of Portsmouth, Portsmouth, UK*  
*Alice Good, Department of Computing, University of Portsmouth, Portsmouth, UK*
- 26 **Adoption of Mobile Commerce: The Impact of End User Satisfaction on System Acceptance**  
*Morteza Ghobakhloo, Department of Mechanical and Manufacturing Engineering, Universiti Putra Malaysia, Selangor, Malaysia*  
*Tang S.H., Department of Mechanical and Manufacturing Engineering, Universiti Putra Malaysia, Selangor, Malaysia*  
*Norzima Zulkifli, Department of Mechanical and Manufacturing Engineering, Universiti Putra Malaysia, Selangor, Malaysia*
- 51 **E-Mail as an Official Communication Tool in Bahrain: Individual and Public Organization Perspectives**  
*Wasan Shaker Awad, Department of Information Systems, College of Information Technology, University of Bahrain, Isa Town, Bahrain*  
*Ali Hussein Zolait, Department of Information Systems, College of Information Technology, University of Bahrain, Isa Town, Bahrain*

### Copyright

The *International Journal of E-Services and Mobile Applications* (ISSN 1941-627X ; eISSN 1941-6288 ). Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

IJESMA is currently listed or indexed in: Bacon's Media Directory; Cabell's Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; Norwegian Social Science Data Services (NSD); The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory