

## EDITORIAL PREFACE

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This issue starts the fifth year of the *International Journal of E-Services and Mobile Applications*. The issue includes three different papers addressing different aspects of e-services and information systems. The articles are very different in terms of theories and methods used as well as empirical fields investigated reflecting the variety of the e-services field. The subjects covered include the critical success factors for positive user experience in hotel websites, the impact of end user satisfaction on adoption of mobile commerce, and the use and diffusion of e-Mail as an official communication tool in an underdeveloped country such as Bahrain.

The first article, titled *Critical Success Factors for Positive User Experience in Hotel Websites: Applying Herzberg's Two Factor Theory for User Experience Modelling* is written by Arunasalam Sambhanthan and Alice Good, School of Computing, University of Portsmouth, UK. This research presents the development of a critical success factor matrix for increasing positive user experience of hotel websites. Firstly, a number of critical success factors for web usability have been identified through the initial literature review. Secondly, hotel websites were surveyed in terms of critical success factors identified through the literature review. Thirdly, Herzberg's motivation theory

has been applied to the user rating and the critical success factors were categorized into two areas. Finally, the critical success factor matrix has been developed using the two main sets of data.

The second article, titled *Adoption of Mobile Commerce-The Impact of End User Satisfaction on System Acceptance* is written by Morteza Ghobakhloo, Tang Sai Hong, and Norzima Zulkifli, all at Universiti Putra Malaysia. The article argues that although voluntary individual usage behavior of information system and technology is well studied in the literature, further theoretical development is needed to account for the specific characteristics of the mobile commerce. In order to fill this gap, this study presents an extended technology acceptance and satisfaction model of the one developed by Wixom and Todd (2005). The model proposed in the article integrates technology acceptance and technology satisfaction into unified model to investigate what determines user mobile commerce acceptance and usage. The major contribution of the study being to extend and adapt the user satisfaction and technology acceptance model in an empirical study of 503 mobile commerce users, shedding light on the significance and relative importance of specific acceptance and satisfaction factors

in the context of business to customer mobile commerce. Finally the article discusses the implication of the study for both researchers and practitioners.

The third article titled *E-Mail as an Official Communication Tool in Bahrain: Individual and Public Organization Perspectives* is written by Wasan Shaker Awad and Ali Hussein Zolait at University of Bahrain. This article studies the acceptance of e-mail for communicating official messages among citizens in Bahrain. It also examines the relationships between citizens' age, educational level, gender, occupation, and organization type and e-mail as an official communication channel. A descriptive and quantitative research approach was applied to test hypotheses pertaining to the idea of using e-mail as an official and reliable communication

tool. The findings show that e-mail can be used as an official and reliable tool to communicate information between citizens and the government in Bahrain. The findings also show that e-mail will be more widely used when specific security requirements are met. Thus, reliable electronic mail can provide an advanced means of communication and enhance the recently developed e-Government program. This study contributes to existing research by proposing new construct for examining the acceptance of email as an official communication tool.

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*Ada Scupola is an associate professor at the Department of Communication, Business and Information Technologies, Roskilde University, Denmark. She holds a PhD in social sciences from Roskilde University, an MBA from the University of Maryland at College Park. In the last years she has participated to a number of national and international projects often requiring close collaboration with industrial partners mostly focusing on user driven innovation in service industries, innovation and outsourcing in software services, the role of ICTs supply chain in facility services, digitalization of services. Her research, counting circa 100 publications, has been widely published in several international journals among which Journal of Business and Industrial Marketing, Library Management, Technological Forecasting and Social Change, The Journal of Information Science, International Journal of E-Services and Mobile Applications, The Information Society, Journal of Enterprise Information Management, Journal of Electronic Commerce in Organizations, The Journal of Global Information Technology Management, Scandinavian Journal of Information Systems, The Journal of Electronic Commerce in Developing Countries and in numerous book chapters and international peer reviewed conferences.*