

## EDITORIAL PREFACE

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This issue is the second issue of the fifth year of the *International Journal of E-Services and Mobile Applications*. The issue includes four different papers addressing different aspects of e-services. 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 empirical subjects covered include e-Government readiness in the public sector, B2C e-commerce services, smart living service platforms and tourism mobile applications. From a theoretical perspective, the articles include e-Government readiness, Trust Capability Maturity Model and usability.

The first article titled "Evaluation of Organizational E-Government Readiness in the Public Sector" is written by Ibrahim A. Alghamdi, Robert Goodwin, and Giselle Rampersad, all at Flinders University, Australia. The purpose of this paper is to provide an integrated framework to evaluate organizational e-government readiness for government organizations. The proposed framework integrates seven dimensions for evaluating organizational e-government readiness including e-government strategy, user access, e-government programs, portal architecture, business processes, ICT infrastructure,

and human resources. The authors argue that this framework is necessary as current ones ignore challenges that arise due to organizational transformation issues stemming from diffusion of Information and Communication Technologies (ICTs). In addition this study applies the framework to highlight the main internal factors involved in the assessment of e-government organizational readiness and to examine how these factors lead to successful, organizational e-government readiness. This paper offers valuable insights to ICT managers for effectively assessing the e-government readiness of organizations to facilitate the success of e-government programs in the public sector.

The second article titled "A Practical Approach for Improving B2C e-Commerce Services with a Trust Capability Maturity Model" is written by Rath Jairak and Prasong Praneetpolgrang, Sripatum University, Thailand. The article argues that while many researchers have conducted comprehensive studies to investigate the antecedents and consequences of consumer trust, there has been little work on trust development frameworks. This paper therefore attempts to fill this gap by introducing the Trust Capability Maturity Model (TCMM). This model proposes

to identify trust and progressive improvement in Business-to-Customer (B2C) e-Commerce websites. Trust metrics in TCMM are mainly inherited from the quality aspects in the Delone and Mclean IS success model. TCMM is composed of three main components: 1) internal structure, 2) maturity levels, and 3) assessment tool. The model is then evaluated by applying it to two regional online bookstores. These evaluation results can be applied to determine the level of trust in other vendors. Following the TCMM roadmap, online vendors will be able to develop a trust-building strategy for creating value and maintaining trust in their websites.

The third article titled “Opening Up the Smart Home: A Classification of Smart Living Service Platforms” is written by Fatemeh Nikayin and Mark De Reuver, Delft University of Technology, The Netherlands. Emerging technologies like sensors, mobile devices and internet-of-things enable a new range of smart home services that go beyond simple home automation. The service platforms, on which these services run, are highly disparate based on different technological as well as organizational architectures. In this paper, the authors adopt a platform perspective to classify 42 major currently offered smart living service platforms. They analyse the platforms along two dimensions: where the intelligence of the platform is located in the technological architecture (i.e. at user’s premise, in the cloud, on the network or in between) and openness of the platform towards third party service providers which has implications on potential network effects. We found that most platforms are located in the user’s home and are kept closed for third party service providers, while only a few cloud-centric, open platforms exists in the market. The authors argue that smart living provides an

interesting avenue for studying platform concepts given the diversity of the organizational and technological arrangements of smart living platforms and the conflicting views in literature as to how openness and technical architecture impact innovativeness and viability.

The fourth article, “Tourism Mobile Application Usability, The case of iTicino”, is written by Dr. Alessandro Inversini, Bournemouth University and Lucia Violi, Università Della Svizzera italiana.

The authors argue that mobile communication is experiencing significant growth and that the domain has been completely reshaped since the launch of the Apple iPhone in June 2007 and the ensuing development of so-called “smart phones”. Furthermore, together with the expansion of new mobile artifacts, mobile application markets (such as Apple iTunes Store and Android Google Play market) have contributed to the diffusion of new forms of communication within different sectors and domains. Tourism is a sector that is very much exposed to the advent of mobile applications as tools for communication and assistance during the consumption of touristic experiences. By examining a case from the tourism industry, this study highlights the importance of the usability of mobile communication in the mobile tourism (mTourism) context. mTourism usability can be achieved by emphasizing the importance of fast and reliable access to content, as well as the quality—particularly conciseness, accuracy and coverage—of the relevant information.

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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.*