

## GUEST EDITORIAL PREFACE

# Special Issue on Papers Presented at the I International Conference “Technological Innovation in a Mobile World” 2012

*Carolina López Nicolás, Department of Business Organization and Finance, University of Murcia, Murcia, Spain*

*Francisco-José Molina-Castillo, Department of Marketing and Market Research, University of Murcia, Murcia, Spain*

This special issue of the *IJESMA* introduces a collection of critical papers presented at The I International Conference “Technological Innovation in a Mobile World” 2012 (TIMW\_2012) held by University of Murcia (Spain) and offer research on new and enduring issues confronting mobile acceptance research. This conference has been a forum dedicated to addressing the scientific and professional challenges in the areas of technological innovation in a mobile world and was a great opportunity for academics and managers alike to exchange ideas and future research guidelines in the mobile applications industry.

Based on the contributions of the TIMW\_2012 conference, we observe that academics continue to harness theory, testing, and

application to challenges essential to designing and managing advanced mobile services as the industry and consumer behavior and acceptance transform. We challenge our readers to engage with the ideas raised and models proposed in this journal in hope of contributing to the quality, success and acceptance of advanced mobile services. The process for inclusion in this special issue involved two rounds of rigorous peer and editorial reviews resulting in the top papers being chosen for publication.

We begin with Rodríguez, López and Bouwman. The purpose of this article is to investigate the validity and differential predictive power of a model that explain acceptance of several mobile services across male and female customers. The present paper focuses

on two mobile services, namely m-location and m-social media, as they are considered as the new age of advanced mobile services. This study contributes to the emerging but limited body of research on consumer adoption of advanced mobile services by addressing three critical issues. First, the model roots on theoretical frameworks used in studying the acceptance of new technology. Specifically, the focus is on Technology Acceptance Model (TAM) for understanding the antecedents of consumers' intentions to adopt different types of advanced mobile services. Furthermore, following literature recommendation of including moderating variables in order to contribute to important advances of marketing theories, the paper includes gender as a moderator variable. In addition to its theoretical contributions, this research presents important practical contributions. In particular, practitioners can gain valuable insights into the driving forces of mobile services, which may guide their implementation and marketing activities.

The second article in this special issue analyses mobile phones as one of the most popular devices for accessing Social Networking Sites. Ruiz, Sanz and Martí aim to identify key drivers of mobile Social Networking Sites usage behavior among teenagers. Broadly speaking, their research sheds light on how consumer personality traits (affinity, attitude and innovativeness) and consumer-media relationships (affinity and dependency) can influence on mobile Social Networking Sites usage. Personal factors are considered key determinants of consumer behavior when using mobile technology and social networking sites, so this study will increase our knowledge of consumers' personal factors related to mobile SNSs. Due the nature of Social Networking Sites, this study completes previous research on the influence of the social

dimensions of dependency on mobile Social Networking Sites behavior.

The third article in this special issue deals with the drivers of mobile application acceptance by consumers based on a meta analytical review. Among the theories used in the past to explain the drivers of mobile applications acceptance by customers, The Technology Acceptance Model (TAM) by Davis (1989) has been used widely to explain and predict the attitudes and behaviors of potential customers. However, whereas some researchers favor TAM because it is a parsimonious model, others argue that this parsimony represents a major drawback and reduces model's applicability when it comes to explaining mobile service acceptance by customers. In the last paper of this special issue, Molina and Meroño follow a meta-analytic approach to analyze the relationships between TAM variables, subjective norm and perceived enjoyment. The aim is to respond various research questions: are firms and industry aware of which are the drivers that empower these consumers to use this kind of applications? What is the best way to attract and incentivise these consumers to continue using these applications? The article reviews studies and patterns observed in the last decades and combines statistics with real historic data of conclusive results by academics. Results, concluding remarks and implications of this research will help academics and practitioners in understanding the real impact of various determinants on the acceptance of mobile services.

*Carolina Lopez Nicolas*  
*Francisco-José Molina-Castillo*  
*Guest Editors*  
*IJESMA*