
Preface

Yufei Yuan

Information Systems Area,
DeGroote School of Business,
McMaster University,
Hamilton, Ont. L8S 4M4, Canada
E-mail: yuanyuf@mcmaster.ca

It is my pleasure to present this special issue of the *Int. J. Mobile Communications*, which includes selected papers from the *Sixth International Conference on Mobile Business (ICMB)* held in Toronto, Canada on July 9–11, 2007. The ICMB 2007 conference focused on major trends and challenges in the mobile business domain. Its goal was to help to provide a roadmap for future scholarship and business success in this important and wide-ranging arena, by fusing the state of the art in diverse research fields with best practices in industry. This work will encourage the development and sustainable deployment of mobile applications and services. The conference brought together the world leaders in the mobile revolution from the following groups: researchers, mobile business vendors, business technology managers and policy makers. Internationally distributed calls for academic papers and industry participation elicited 117 submissions from academe and industry from 22 countries around the world, with a noted increase over previous ICMB conferences in submissions from Asia. Each academic paper was double-blind reviewed by at least two independent reviewers. The quality of the submitted papers was high and difficult choices had to be made in selecting those to be presented. From 97 complete academic papers submitted, 52 papers were accepted for oral presentation, which appear as full papers in the conference proceedings. An additional 13 papers were accepted for poster presentation; these appear as extended abstracts in the conference proceedings. Accepted academic papers represent a wide range of topics and viewpoints, and are distributed in the following fields:

- Emerging theories on mobile business (4)
- Mobile consumer services (5)
- Mobile payments and financial services (3)
- Mobile healthcare (2)
- Mobile enterprise and workforce support (6)
- RFID and mobile supply chain management (4)
- Mobile commerce in Asia (6)
- Mobile business models (7)
- Emerging mobile technologies (8)

- Context aware and location based services (4)
- Privacy and security (3)

Based on reviewer comments and track chair recommendations, the authors of eight papers were invited to submit extended and revised versions of their papers for this special issue. These papers represent different research fields, use different research methodologies and are from different regions around the world.

The first paper, ‘User-device attachment – scale development and initial test’, is authored by Kai Wehmeyer from Germany. The paper theoretically conceptualised, systematically assessed and empirically verified a very commonly assumed relationship between mobile users and their mobile devices. This research made an excellent theoretical contribution to human–computer studies. The version of this paper presented at the ICMB conference received an award as the best academic paper.

The second paper, ‘Insights on the drivers and inhibitors of mobile data services uptake’, is authored by Maria Bina, Dimitrios Karaiskos and George M. Giaglis from Greece. Rather than using the traditional Technology Acceptance Model (TAM) approach, this paper adopts an alternative perspective by using the lens of Triandis theory to study Mobile Data Service (MDS) actual usage patterns. The original Triandis model is adjusted to the MDS context and is empirically validated through a survey and tested for its predictive capacity against four different MDS categories (m-commerce, communication, information and entertainment services).

The third paper, ‘Segmenting bank customers by resistance to mobile banking’, is authored by Tommi Laukkanen, Suvi Sinkkonen, Marke Kivijärvi, and Pekka Laukkanen from Finland. The objective of the study is to explore bank customers’ varying reasons for resisting mobile banking services. Resistance was measured with five barriers namely usage barrier, value barrier, risk barrier, tradition barrier and image barrier. A cluster analysis based on a survey of non-mobile banking users showed that different bank customers do indeed have different reasons for resisting mobile banking. The study provides academics and bank managers with an enhanced understanding of the different reasons inhibiting mobile banking adoption and the consumer demographics that determine such resistance.

The fourth paper, ‘Applying the theory of task-technology fit to mobile technology: the role of user mobility’, is authored by Judith Gebauer and Ya Tang from the United States. Through an empirical study, the paper suggests that user mobility needs to be taken into account when applying the theory of task-technology fit to mobile technology. It also provides specific insights about the technology requirements of the mobile workforce.

The fifth paper, ‘An integrated product development process for mobile software’, is authored by Christian Zeidler, Christian Kittl and Otto Petrovic from Austria. This paper describes a five-step product development process for mobile software and services encompassing organisational, business and technical issues. Elements of the process that are discussed include idea generation for new products, business model development, the management of legal aspects, market research, user experience design and the implementation of mobile services. The last section consists of a report on practical experience with the proposed process in a real-life project.

The sixth paper, ‘Estimating the capacity of the location-based advertising channel’, by Gyoza Gidofalvi, Hans Ravnkjær Larsen and Torben Bach Pedersen from Denmark. To support decision making by advertisers, this paper proposes a simulation method to

empirically estimate the capacity of the mobile advertising channel. Estimation takes into consideration both the proximity and interest requirements of mobile ads. That is, ads are only delivered to mobile consumers that are close-by and are interested, where interest is either explicit or implicit.

The seventh paper, 'India: a case of fragile wireless service and technology adoption?' is authored by Louis-Francois Pau from the Netherlands and Juzar Motiwalla from Singapore. Wireless penetration and the Indian economy have both grown significantly over the past few years, but we do not know how robust and sustainable the adoption of wireless services and products is in India. The paper investigates this issue by using different adoption models and providing some interesting insights.

The last paper, 'A meta-analysis of mobile commerce research in China (2002–2006)', is authored by Qingfei Min from China and Shaobo Ji from Canada. China has the largest number of mobile phone users in the world, a phenomenon that has in recent years generated an increasing interest in Mobile Commerce Research (MCR) among Chinese scholars. The paper reviews and analyses a total of 162 MCR papers published in Mainland China during the period 2002–2006. The results are compared with those collected in similar m-commerce studies carried out in the West. The paper also suggests future research directions for Chinese scholars.

Finally I would like to thank ICMB 2007 program committee members, track chairs and the many participating reviewers for their excellent job of reviewing the conference versions of these papers. Special thanks go to Dr. Norm Archer, the ICMB 2007 academic research chair who spent a tremendous amount of time and effort to organise the conference paper review process. This special issue would be impossible without his contributions. I would also like to thank Dr. Eusebio Scornavacca, who provided good suggestions on the selection of papers for this special issue.