We are witnessing enormous growth and development in mobile technologies as well as applications in the business world. At the same time our understanding of business models, co-evolving platforms and eco-systems is not as advanced enough to contribute to sound dynamic modeling of the phenomena, deriving theoretical explanations or to provide guidance for developers. To overcome this lack of understanding, this minitrack on mobile value services will shed light on the role of mobile technologies in contemporary businesses and organizations.

We accepted six papers to the minitrack and organized them into two sessions. The first session deals with mobile platforms and platform switching costs. Empirical examples include mobile payment and financial service platforms, and mobile OS platforms.

The first paper, "Elicitation of Requirements for the Design of Mobile Financial Advisory Services – Instantiation and Validation of the Requirement Data Model with a Multi-method Approach" by Ruf, Back, Bergmann, and Schlegel suggest a list with ten customer and stakeholder, two process, two environment as well as two bank requirements. Furthermore, the paper contributes to existing theory by instantiating the RDMod with a feature-based evaluation. The second paper, "A Post-Failure Analysis of Mobile Payment Platforms" by Gannamaneni, Ondrus and Lyytinen unveils factors explaining the failure of past mobile payment platforms. In order to explore the reasons of failure, the authors selected four cases from different countries and find that these cases share many of the same failure factors: lack of collaboration between stakeholders, of technology standards, and low value-added for consumers and merchants. The third paper entitled "Impact of Switching Costs and Network Effects on Selection of Mobile Platforms" by Dzhain, Nykänen, Penttinen, and Saarinen looks at consumers' selection of mobile platforms. The authors operationalize switching costs using five dimensions and network effects using two dimensions. The paper suggests that complementary investments create high switching costs through same and cross side network effects. Mobile platform selection is moderated by brand relationships cost. A third finding is that contract costs exhibit high switching cost. However, there is no lasting effect after the contract term ends.

The second session deals with disruptive mobile innovations in transportation and carpooling, and adoption of mobile technologies.

"The Affordance of Gamification in Enabling a Digital Disruptor: A Case Study of the goCatch Taxi Booking App" by Tan, Tan and Land examines the affordance of gamification in enabling digital disruption. The authors present an exploratory qualitative case on a mobile application platform and app, i.e. goCatch. goCatch uses gamification through situational and artifactual affordances to enable digital disruption. The paper clarifies the relationship between the situated motivational affordances of gamification between the key players in a digital ecosystem and value creation in a mobile commerce business. The fifth paper, "The Hitchhiker's Guide to the Galaxy of Dynamic Ridesharing" by Bonazzi and Pigneur focuses on dynamic ridesharing and analyse ridesharing as a virus by (1) collecting data from Google trends, as if it were a flu; (2) monitoring viral diffusion based on an epidemiological model; (3) infers strategic choices of a firm and represents them making use of the BM Canvas. The authors show that (a) the Susceptible-Infected-Susceptible model performs better than the traditional S-shaped curve, and (b) allows to estimate the evolution of new users and dropped users in every city. The sixth paper, "Exploring the effect of experiential marketing on movie-watching intention - The example of mobile movie theme games" by Hsiao and Yang explores the effects of experiential marketing factors on satisfaction and movie-watching intention with the case of Mobile Theme Movie Games (MTMGs). The results show that perceived enjoyment has a significant effect on satisfaction toward the game as well as visual attractiveness of Mobile Movie Theme Game has significant effects on satisfaction toward the game and on movie-watching intention.