Introduction to Mobile Value Services

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We are witnessing enormous growth and development in mobile technologies as well as applications and services in the business world. Due to this the deployment of mobile technologies and mobility has spread to most topics within systems sciences. At the same time our understanding of business models, platforms, eco-systems and value creation is not as advanced as necessary to contribute to sound dynamic modeling of the phenomena, deriving theoretical explanations or to provide guidance for these developments. The theoretical core of mobile value services needs strengthening. To overcome this lack of understanding, we have organized this minitrack on mobile value services to shed light on the role of mobile technologies in the development of contemporary phenomena in businesses and organizations.

We accepted five papers to the minitrack and organized them into two sessions. The first session deals with models; a model of usage intention and business models.

The first paper, "Mobile Banking Services Continuous Usage – Case Study of Finland" by Shaikh and Karjaluoto examines the post-adoption consequences that influence users of m-banking services to determine how to effectively increase continuous usage. The goal of the study is to develop and test a conceptual model to improve our understanding of the consequences of use of m-banking services in a mature market. The authors' findings suggest that the model accurately describes the nomological network surrounding consumer use intentions toward m-banking services.

The second paper, "Business Models for Free Digital Goods and Services" by Eling, Buchner and Buxmann focuses on business models of free digital products and services. The authors conduct a structured literature review and present the corresponding business model components and revenue models. Additional insight was provided by analyzing 100 top-selling apps in Google Play illustrating the different configurations of business models.

The third paper entitled "Business Model Change and Refinement along Business Model Lifecycle: Evidence From a Multiple Case Study on Mobile Telecommunications New Ventures" by Ghezzi and Cavallaro examines the mechanisms of business model change during a firm's startup phase. The aim of the study is to understand the main phases constituting the business model lifecycle and analyzing in which business model dimensions entrepreneurs focus their design efforts during the refining cycle of the business model lifecycle. The main contribution of this research is that it offers a representation of how a business model is refined in new ventures.

The second session deals with mobile phone addiction observed from different perspectives.

The fourth paper in the minitrack, "Addiction to Mobile Phone or Addiction Through Mobile Phone?" by Davazdahemami, Hammer and Soror distinguish between the two perspectives dominating the mobile addiction literature. Thus the two main objectives of the study is to investigate antecedents of mobile phone addiction as a kind of technology addiction, and to demonstrate the differentiation between mobile addiction and application addiction. The findings indicate that addiction to mobile phones cannot be fully explained by addiction to mobile phone apps.

The fifth paper, "The Impact of mere Exposure Effect on Smartphone Addiction" by Chen, Zhang, Zhao and Lee focuses on whether and how extensive exposure motivates users to use smartphone addictively from the lens of mere exposure effect. Smartphone addiction can be influenced by convenience, habit, enjoyment and concentration and findings show that convenience drives users to form smartphone usage habits and convenience and habits can push users to concentrate on their activities in smartphones and promote them to experience enjoyment, whereas concentration and enjoyment can influence users to become addicts. The study concludes that the phenomenon of extensive exposure may become a possible danger to smartphone users.