

Introduction to Mobile Value Services Minitrack

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At HICSS-39 in 2006, the theme for the minitrack on mobile value services was introduced. The theme, *mobile value services*, is today as topical as it was 12 years ago and although much research has been carried out many issues still need research.

Mobile value services are designed as functional adaptations to the user context in such a way that these functional adaptations make user actions and activities more effective and/or more productive and/or make working possible with lower costs and/or with less use of resources and/or are able to simplify user routines in such a way that all the previous effects will be realized. The mobile value services designs (methods and models) aim at services, which will change the limits of the possible in the structure of everyday life, which will contribute to making mobile value services everyday routines for the entire population, i.e., they are continually used services in various everyday activities.

Over the years, enormous growth and developments in mobile technologies as well as applications and services in the business world have taken place. The new generations of smartphones come loaded with applications that a normal user may not need, has no time to get acquainted with or is unskilled to use, and most importantly, the user may not find reasons to change daily routines to include such applications. Nevertheless, these applications are downloaded and updated routinely. User profiles and actions get stored and could be collected by companies that use the data for advertising and marketing. Our understanding of mobile value services' business models, platforms, ecosystems and value creation has not grown fast enough to fully cover all new developments. Our knowledge and theory building are not as advanced as would be necessary to contribute to sound dynamic modelling of the phenomena, to derive theoretical explanations or to provide guidance to the users and developers of mobile services. To overcome this lack of understanding, the goal of the minitrack since its very start has been to offer research contributions that open up new perspectives and insights for the better deployment and use of mobile technologies.

In this year's minitrack, three papers are presented that offer a representative overview of topical aspects
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of mobile value services. The contributions were selected after extensive peer reviews and one round of revisions.

In their paper *Canalization or Increased Diffusion? An Empirical Analysis on the Impact of the Recommendation System in the Mobile App Market*, Liu et al. examine how the characteristics of recommended applications relative to those of focal applications affect their adoption. The results show that the relative strength of recommended apps over focal apps plays a key role in influencing the outcome of recommendations and that the heterogeneity of such recommendations is positively associated with more even revenue distributions in the market of mobile applications.

Second, Lin et al. explore in their paper *What Drives Continued Intention for Mobile Payment? — An Expectation Cost Benefit Theory with Habit*, factors that decide users' continued use of mobile payments. A theoretical framework based on the cost-benefit theory and habit as a factor forms an integrated research model, which explicates users' continued use of mobile payment services. The results show that both perceived value and habit played important roles in users' continued intention to use mobile payment services. In addition, the perceived benefits and perceived costs are crucial factors that determine users' perceived value.

The third paper, *Why do Individuals Continue Using Mobile Payments – A Qualitative Study in China*, by Chen et al. seeks answers to the following research questions: (i) how well do theoretical constructs correspond to the factors that the users consider when deciding to continue using mobile payment services, and (ii) what are the interpretations of these constructs from the users' perspective? The findings indicate that perceived usefulness and risk, disconfirmation, satisfaction, subjective norm, and habit are important determinants for the continued use of mobile payments.

We perceive that the diversification of mobile services continues, and that their users appear to change apps and use habits with growing variation and shorter intervals. At the same time, users appear to master less than before the functionality offered by mobile technologies and services. These developments offer new challenges for the future issues of the minitrack.