High-Mobility Workers' Expectations of Mobile Business Applications

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ABSTRACT

The popularity of smartphones has provided new opportunities for mobile (m)-businesses in recent years. This study implements a qualitative research design using the Delphi method and attempts to gain an insight into the expected value of m-business apps from the high-mobility workers' perspective. Three major value propositions are gathered during the study, including ubiquity, time efficiency, and collaboration. We also conclude that task-technology fit is a key factor when pursuing user satisfaction due to the limited screen size of smartphones. In the context of m-business, users expect simple interfaces instead of sophisticated functions or training sessions. The work-life conflict was investigated as a potential reason for resistance to m-business; however, none of the interviewees in this study identified such conflicts.

Keywords: Enterprise mobility, Delphi research method, m-business, BYOD.