

## Introduction to Digital Mobile Services for Everyday Life Mintrack

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Over the last 25 years, enormous growth and developments in mobile technologies as well as applications and services in the business world have taken place. These services predominantly target consumers to improve the quality of their everyday life. There are already around 7.8 billion mobile subscriptions worldwide with approximately 5.3 billion unique subscribers. We assume that this vast community of mobile technology users will generate more innovations and value from the deployment of mobile technologies. The evolution to 5G will enable a range of new use and business cases that will affect everyday life from business activities to leisure time. On the other hand, the new generations of smartphones and other mobile devices 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 to her/his everyday life. Nevertheless, consumers download and update these applications routinely. User profiles, service usage and usage patterns get stored and could be collected by companies that use such data for advertising, marketing and/or the development of even more innovative services and applications. Our understanding of business models, platforms, ecosystems and value creation of digital mobile services has not grown fast enough to cover fully all new technological 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, developers of digital mobile services and to society. To overcome this lack of understanding, the goal of the mini-track since its very start in 2002 has been to offer research contributions that open up new perspectives and insights for a better deployment and use of mobile technologies, services and applications.

In this year's mini-track, five papers are presented offering a representative overview of topical aspects of digital mobile services for everyday life. The contributions were selected after extensive peer reviews and one round of revisions.

In their paper *Can Digital Coaching Bring Competitive Advantage?* Kettunen et al. focus on the expe-

riences, needs and wants for a digital coach among cross-country skiers. In this exploratory study, it is found that a digital coach has the potential to increase awareness of personal performance level and technique as well as bring diversity into training.

Second, Kettunen et al. investigate in their paper *Using Sport and Wellness Technology to Promote Physical Activity: An Intervention Study among Teenagers*, whether using a sport and wellness technology application could affect the physical activity intention of teenagers, the antecedents of the intention, and the antecedents' effects on intention. The authors found a statistically significant difference in the effect of self-efficacy on intention in the intervention group.

The third paper, *Will I or will I not? Explaining the willingness to disclose personal self-tracking data to the health insurance company* by von Entreeß-Fürsteneck et al. aims at determining factors that influence the willingness to disclose highly personal and confidential self-tracking data to health insurance companies. The findings show that privacy risks always have a negative impact on the willingness to disclose personal data, while positive effects of privacy benefits are partly depending on the data sensitivity.

Fourth, Koohikamali et al. investigate in their paper *Continued Usage and Location Disclosure of Location-Based Applications: A Necessity for Location Intelligence*, the intention to continue using LBAs through an expectation-confirmation theory (ECT) perspective. Results showed while usefulness and satisfaction have direct effect on intention to continue using LBAs, the expectation benefits are indirectly related with intention to continue the use and that location disclosure is positively influenced by intention to continue using LBAs.

The fifth paper, *Content is King? The Effectiveness of Message Content, Personalization, and Location in Mobile In-Store Advertising*, Schrage et al. are examining which combination of message content is most effective for different in-store locations. The findings show that personalization in combination with price promotions are most effective for the choice of a target product when spatially close to the product.