

JITTA



JOURNAL OF INFORMATION TECHNOLOGY THEORY AND APPLICATION

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Editorial: Value of Mobile Applications and Services for Users

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EDITORIAL NEWS

Historically, JITTA volumes have spread over two calendar years with issue 1 starting in March and issue 4 completing each volume in January. To simplify the citations and to be consistent with most journals in our field, we have transitioned the publication schedule to a one calendar year per volume structure. To accomplish this, we have ended volume 10 with issue 3 as a one time measure and we are starting volume 11 with this issue on a March, June, September, December publication cycle.

Further, we would like to welcome Karlheinz Kautz from Copenhagen Business School, Denmark, and Jason Thatcher from Clemson University, South Carolina, as new Senior Editors. Prof. Kautz's research has focused on information systems development. Methodologically Prof. Heinz welcomes manuscripts with qualitative research and design science research approaches. Prof. Thatcher's research has focused on examining the influence of individual beliefs and characteristics regarding the use of information technology, and he welcomes manuscripts with a behavioral research stance. Both of our new senior editors have widely published in the major academic outlets of our field.

THE CURRENT ISSUE

In this issue, we publish three articles that study different aspects of how mobile applications and services provide value and utility to users. The first article presents a behavioral study in the area of mobile games: the authors analyze survey data to investigate the consumers' values, needs, and objectives related to mobile games. The second article researches the adoption of mobile devices from a social network perspective: the study uses an interpretive case study approach. The third paper focuses on supporting tourists at a medieval fortress with a mobile service; this paper continues JITTA's tradition of publishing design science research studies.

Penttinen et al. (2010) provides insights into the mobile game buying process from the perspective of customer values. The authors take value-focused thinking (Keeney 1999) as their starting point and develop an Internet-based survey to collect empirical data on mobile gamers' needs and values. Their study reveals four fundamental objectives for buyers of mobile games: (1) Satisfaction of quality expectations, (2) Gaming experience, (3) Ease of setup, and (4) Social aspects of games. The means to achieve these fundamental objectives were: (1) Audiovisual effects, (2) Shopping and Services, (3) Customer support, (4) Trust, and (5) Trialability. The authors emphasize that these items are important for players, but their importance varies according to the types of players.

Tscherning and Mathiassen (2010) have conducted a qualitative study using a case study approach to investigate how social network structures impact the early decision to adopt smart phones such as iPhones. Their study enables us to better understand who the lead-users in this group of adopters are. Furthermore, the paper helps us understand the specific profile of early adopters of an iPhone. The paper also presents multiple perspectives on adoption in order to explain how the social network influenced individual adoption decisions. The authors argue that their findings can be used to explain why and how individuals adopt emergent devices that break away from previous devices and are not yet available through conventional supply chains.

Carlsson and Walden (2010) use a design science research approach to investigate how to support the value creation of mobile service users. The authors note that there were two fundamental issues with mobile services that create value for users. First, what value do they provide as new artifacts, and, second, what will demonstrate this value? They argue that that value cannot be created for a tourist; at most we can participate in value co-creation with the tourist. For this purpose, they design and develop a mobile tourist service using a mobile value service business model, which brings together different stakeholders in the mobile service value network.

SPECIAL ISSUE CALL FOR PAPERS: DESIGNING INFORMATION SYSTEMS-BASED SERVICES AND APPLICATIONS FOR CONSUMERS

The purpose of the special issue is to bring the attention of Information Systems researchers to the emerging area of Mobile Consumer Services and Applications. Our objective is to provide a discussion forum for researchers who are interested in the development and design of information systems primarily for consumer use. The opportunity to present and debate theory-based solutions for problems that the industry is currently facing in the field of consumer mobile services and applications will help the advancement of design science research within this paradigm.

Description

Amazing business and technological successes, such as Apple's iPhone and App Store for distributing associated applications, are motivating Information Systems researchers to shift the focus of design and development oriented research toward the understanding of what challenges consumers as end-users of mobile services and applications create for researchers. Also of interest is how theorizing might improve the development and design of services and applications. The emerging area of Consumer Information Systems brings up interesting problems that have not yet been studied. For example, traditional information systems development approaches focus on improving the efficiency and effectiveness of organizational processes, whereas the design of consumer information systems may require an emphasis on hedonic value derived in the consumer experience. We see that the shift in focus from users to consumers calls for a significant re-appraisal of our current information systems development methods and the ways we design mobile services and applications.

We welcome papers that investigate different aspects of designing services and applications for consumers with the preference of using Design Science Research as the research methodology for the studies. However, both interpretive and positivistic research approaches are welcomed and theory building is encouraged regardless of the chosen research methodology.

Important dates

Deadline for submissions	1 November 2010
Initial Review Round Completed	28 February 2011
Final Acceptance Decisions	31 May 2011
Special Issue Published	1 September 2011

Special Issue Editors

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Tuure Tuunanen is Senior Research Fellow in the Department of Information Processing Science at the University of Oulu. He is also Adjunct Professor of Work Informatics at the University of Turku, Adjunct Associate Professor of Management Information Systems at the UNLV and a Research Fellow in The Center of Service Leadership at ASU. He holds a D.Sc. (Econ) in information systems and M.Sc. (Econ) in marketing from Helsinki School of Economics. His current research interests lie in the areas of IS development methods and processes, requirements engineering, risk management, and convergence of IS and marketing disciplines, specifically in design of interactive consumer services and products. His works have been published in, e.g., *Journal of Management Information Systems* and *Journal of the AIS*. Dr. Tuunanen is a Co-Editor-in-Chief of *Journal of Information Technology Theory and Application (JITTA)*. More information about Dr. Tuunanen's research can be found at <http://www.tuunanen.fi>.

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