A Review of "Developing Technologies in E-Services, Self-Services and Mobile Communication: New Concepts"

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Abstract

This manuscript reviews:

Developing Technologies in E-Services, Self-Services and Mobile Communication: New Concepts,

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The Review

Technological developments have rapidly impacted many areas of commercial activity over the last decade. One feature of this is a trend towards technology-enabled self-service, or e-services, with suppliers of goods and services encouraging customers to interact with machines rather than staff in conducting transactions. *Developing Technologies in E-Services, Self-Services, and Mobile Communication: New Concepts,* edited by Ada Scupola, is a suitable book in this area. Ada Scupola is an associate professor at the department of Communication, Business and Information Technologies, Roskilde University, Denmark. She holds a Ph.D in business administration from Roskilde University, an MBA from the University of Maryland at College Park, USA, and an M.S. from the University of Bari, Italy.

The subject of this book is the application of new technologies in the management, delivery, consumption, and creation of new e-services technologies and tools. It offers new perspectives to industry professionals, students and researchers interested in the creation, application, and evaluation of a number of different mobile and electronic services. It is divided into 4 sections.

Section 1, " E-Service and Self Services: Concepts, Challenges and Applications " includes of six articles. The first article emphasizes the management and orchestration of organizational networks. The second article presents the concept of e-service, its strengths and scope, and thereby contributes to the general understanding and definition of the term. The third article explores the key challenges faced by IT service providers offering after-sales support services to enterprise customers via the Internet. The next article discusses the online application of Australian accounting practices in metropolitan Melbourne, Australia in the period 2006-2010. Results show that there is a heavy emphasis towards web studies and professional services. In article 5, readers are introduced to the concept that self-service applications offered by online service providers provide an effective solution to the lack of direct personal contact over the Internet, and offer a quick way to expand business operations. This part attempts to identify the main phases of customer-system interaction, as well as the quality dimensions perceived as important by users in each particular phase. The last article uses a version of traditional consumer price search models from economic theory to evaluate the extent to which consumers and advertisers can rely on sponsored search as an effective strategic informediary.

Section 2, "E-Services: Adoption, Perceptions and User Value" includes of 3 articles. The first article "The Adoption of E-Banking" examines the organizational, structural, and strategic factors that can speed up or slow down the adoption of e-banking innovations by financial institutions in the Lebanese market. The second article " The Impact of Online Product Presentation on Consumers' Perceptions: An Experimental Analysis" describes the effects of the visual product presentation on online users' perceptions. It also analyzes the moderating role of user experience and product familiarity. And the last article, "A User Centered Innovation Approach Identifying Key User Values for the E-Newspaper" attempts to identify key

values for the e-newspaper, to examine the intention to adopt a new possible innovation and finally, to explore the ability of user-centered design processes to capture user values early in the innovation process. Finally authors propose a four phase model for identifying user values in a pre-adoption phase of an innovation.

Section 3, " Mobile Services: Acceptance and Consumer Values" consists of 4 articles. The first article, "The Influence of Content and Trust on Consumers' Intention to Accept Mobile Advertisements," emphasizes a new model, Fishbein's behavioral intention model, for investigating consumers' behavioral intention in mobile advertising. The second article, "Exploring the Factors Behind the Resistance to Mobile Banking in Portugal," tries to provide academics and bank managers alike with a better understanding of resistance to m-banking, and the resistance barriers described by a model. The next article "Consumer Value of Context Aware and Location Based Mobile Services" pointes out to users' perceptions of the added value of location awareness and presence information in mobile services. The authors use an experimental design, where stimuli comprising specific bundles of mobile services were presented to groups of respondents. The last article, "Location-Based Services (LBS) in Micro-Scale Navigation: Shortcomings and Recommendations" focuses on the LBS applications that provide services like finding a neighboring facility within a certain area such as the closest restaurants, hospital, or public telephone, and presents a technical investigation and analysis of the performance of each component of an LBS system for pedestrian navigation, through conducting several experimental tests in different locations.

Section 4, "E-Services: Systems, Architecture and Methodologies," consists of 3 articles that focus on technological management systems. The first article, "Understanding Tele-Health: Constructing Meaning to Promote Assimilation," emphasizes using technological innovation, such as Tele-Health, to provide fair access to healthcare for patients who live in rural or remote regions suffering from a lack of accessible professional resources and services. In the next article, "Introducing a First Step towards a Holistic Talent Management System Architecture," the authors attempt to identify a solution for issues in the filed of human resources such as recruiting, retaining and training of scarce talent. They suggest a design science approach to develop a talent management system architecture containing all respective processes and their related subsystems based on the next-generation holistic e-recruiting system invented by Lee (2007). The last article, "Aligning Six Sigma and ITIL to Improve IT Service Management," emphasizes a technological management, IT Service Management (ITSM), which create a significant change for information technology organizations and presents some quality standards, which use the best practices of IT Infrastructure Library (ITIL).

In conclusion, all sections are very well written, and the editor may be congratulated for managing to recruit all these related articles in this field, where each section is devoted to a specific subject area. The book is also well suited to those who wish to gain an overview of e-services and self- services.