



January 4-7, 2011, The Grand Hyatt Kauai Resort & Spa, Koloa, Kauai, Hawaii.

Track: Decision Technology, Mobile Technologies and Service Science

Minitrack: Mobile Value Services: Mobile Technology and Value Creation

This minitrack is focused on mobile technology applications and value-added products and services. This includes (but is not limited to) the following issues:

- Research into finding and identifying potential customer groups for fast-growing mobile value services [a typical application area is travel and tourism with supporting hospitality services]. This issue points to the need for new or innovative business models and will require that both new methods for Internet research and good supporting technology will be developed.
- Research into the design, development and implementation of mobile value service solutions for selected customer groups. If and when target groups for value-added services can be identified, this issue points to the need to develop/adapt new or innovative technologies for localized, personalised, ubiquitous, timely and convenient service solutions.
- New and enhanced systems solutions for integrated production and distribution of mobile value services. The elimination of bottlenecks and the modification and enhancement of service capacity will need (for instance) enhanced network architectures, intelligent information systems and agent technology. There will probably be a need to improve the network infrastructure for producers and consumers of mobile services, as well as the process intermediaries.
- New methods for finding and evaluating value added services for customer groups. This issue points to the need for a proactive design of emerging mobile services ahead of the market (probably based on mobile new technology), interactive empirical tests with potential customer groups, feedback to the technology developers and testing of redesigns.
- New technologies for virtual community creation, smart phones, portals and smartals will form new business models for mobile services. We need to gain an understanding of which of these models are going to be commercially successful and why.

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Felix Hampe is full professor and director at the Institute of IS Research, Faculty Informatics, University of Koblenz, Germany. For the year 2009-2010 he holds the endowed Cor Wit chair as a visiting professor at Delft University of Technology, Delft, The Netherlands. Furthermore he is appointed since 2005 as Adjunct Professor at the School of Computer and Information Science, University of South Australia, Adelaide. Felix has worked and published since the mid 90ties in the area of ICT with special focus on mobile application and service development. He chaired a series of international conferences and holds strong links to industry in the field of mobile ICT.

Harry Bouwman is associate professor at Information and Communication Technology Section, Faculty of Technology, Policy and Management, Delft University of Technology, Delft, The Netherlands, and Privat Docent, at the Institute for Advanced Management Systems Research, Åbo Akademi University, Turku Finland. He has published seventeen books and about 150 academic journal papers on ICT and organizations, Business Architectures, Business models, Customer Value, and Network formation. His recent research focuses on Mobile telecommunications services, platforms and mobile web services (see www.harrybouwman.nl)

Pirkko Walden, Deputy Director of the Institute for Advanced Management Systems Research (IAMSR), Leader of the TUCS Mobile Commerce Laboratory, is a professor of marketing and information systems at Åbo Akademi University. She has published 2 monographs, 2 edited books and more than 100 articles in journals and conference proceedings. Her research interests are focused on electronic and mobile commerce.

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