

# Editorial Preface

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Ada Scupola, founder and Editor in Chief of IJESMA for many years, has decided to pass on the post to a new E-i-C. I have had the honour of taking over her position. Ada has edited the journal from the very beginning in 2009, and the journal was established on her initiative. She has been very active in shaping the profile of the journal and promoting the journal to a wider audience in the research community. I will use this opportunity to thank Ada for her great efforts in the past 7 years. I will do my best to continue her work and continue to further develop the journal in the same direction.

I am associate professor at Aalborg University. I am educated as economist, but have for many years been employed in the electrical engineering department, where I have trained engineering students in ICT management and development of e-services. Although my background is slightly different from the previous editor, I have no immediate intentions of changing the profile of the journal. The journal will continue to focus on an interdisciplinary approach to research on e-services and mobile applications. This includes sociological, economic as well technical perspectives on mobile e-services. Papers with a purely technical perspective will however be outside the scope for this journal.

It is the ambition to have at least one special issue per year. Special issues will often be edited by a guest editor and maybe based on a call for papers or contributions made for a certain event e.g. a scientific conference. Suggestions for special issues are cordially invited.

This issue includes four papers analyzing very different types of e-services.

The first paper in this issue “The Effects of Customer Perceived Employee Support on Self-Efficacy and Behavioral Intentions: The Roles of Service Complexity and Choice Freedom” is written by Shunzhong Liu from Central China Normal University. The paper develops a conceptual model to investigate how and when perceived employee support affects customer behavioral intentions. The model is tested using a factorial between-subjects experimental design in the self-service environment of China’s bank.

The second paper “Platform as a Strategy: Collective Innovation in Mobile Payment Ecosystem” is authored by Junying Zhong and Marko Nieminen from Aalto University and deals with mobile payment innovation strategies in cooperative markets. Also this paper deals with e-services in the financial sector, but from a different perspective. The paper introduces a model called DISCO (dynamics of innovation strategy in a cooperative environment), and contributes to the exploration of strategic moves by mobile payment innovators through platform ecosystems.

The third paper “An empirical investigation on terrestrial and online gamblers’ perceptions towards e-gambling activities” is authored by Vaggelis Saprikis and Vaggelis Saprikis from Technological and Educational Institute of Western Macedonia, Greece. This paper deals with an important area of e-services, which is scarcely researched. E-gambling has dramatically changed the way of wagering and nowadays even more individuals are moving from the terrestrial to online gambling venues, and is considered as one of the fastest growing sectors of e-commerce. The paper examines the perceived advantages and disadvantages of terrestrial and online gamblers towards e-gambling activities focusing on university students.

The fourth paper Designing Smart Home Environments for “Unobtrusive monitoring for Independent Living: the use case of USEFIL” is authored by Homer Papadopoulos. This paper has a more practical approach, as it describes how the Design Science Research Methodology (DSRM) has been used to design and develop a system called USEFIL (Unobtrusive Smart Environments for Independent Living). The purpose of the USEFIL system is to enhance social care and medical service provision by exploiting “frugal” ICT solutions such as low cost “off-the-shelf” technology and unobtrusive monitoring technologies. This is done in order to develop services that will assist the elderly in maintaining their independence throughout their daily activities.

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