

# Chapter 68

## Building a User Centric Success Factors Model for Mobile Government

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### ABSTRACT

*Mobile government is an emergent phenomenon that represents a solution for many countries to reach their citizens and improve delivery of government-to-citizens' services (G2C). Despite the fact that mobile government benefits are very promising; there are some factors that determine success or failure of mobile government applications. In this study, a systematic review of previous studies using a meta-analysis method was undertaken and a conceptual success factors model for mobile government to citizen services (G2C) was created. Furthermore, the second phase of this study was a survey with 40 academics to validate the use of meta-analysis and validate and refine the conceptual model.*

### 1. INTRODUCTION AND BACKGROUND

Mobile government is as a new delivery channel for governments to provide timely information and services ubiquitously to residents, businesses and other government departments through mobile devices.

There are several theories about the relationship between E-government and M-government, and whether or not M-government is replacing E-government or is just evolving as supplement to

it (Waema & Musyoka, 2009). With accordance to Sheng and Trimi (2008) and Mengistu, Zo and Rho (2009) M-government is value-added E-government because it offers many advantages. Kushchu and Kuscu (2003) stated that M-government is not a replacement for E-government but it complements E-government.

Developing countries have many attractive features forcing them to adopt m-government such as: increased mobile penetration, any-where accessibility, remote areas with no adequate infrastructure for wired internet, low cost technology,

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etc. (Mengistu et al., 2009). Jordan as a developing country is trying to reach out to its citizens because mobile government brings lots of opportunities to developing countries. Therefore, Jordan launched the E-government Mobile Portal on the 18<sup>th</sup> of April, 2011 which offers 27 informational services.

This study is part of on-going research to present a road map for implementing users' centric mobile government. A number of researchers have examined success factors for mobile government applications (Sandy & McMillan, 2005; Hellstrom, 2008; Al-khamayseh, Lawrence & Zmijewska, 2006; Carroll, 2005; El-Kiki & Lawrence, 2006; Al thunibat, Zin & Sahari, 2011).

Conclusions from these studies identified many success factors which were related to the user in some cases such as acceptance and awareness, and to the government as the second part of the relation in other cases such as lack of strategy and planning.

In this study, a systematic review of previous studies using a meta-analysis method was undertaken in order to build an initial conceptual success factors model for mobile government to users services (G2C). Furthermore, the second phase of this study was a survey with 40 academics to validate the use of meta-analysis and validate and refine the conceptual model.

There is little research in the area of users' needs of mobile government since mobile government is still an emerging phenomenon. There is little research in the area of user's needs and critical success factors of mobile government in Jordan after launching the mobile government portal. Therefore, conducting this research will help the Jordanian government to better judge existing applications and improve future ones especially that Jordan cannot afford failure in this area due to its limited resources. Furthermore, this research will be also useful for developing countries as most of them share common circumstances with Jordan.

This paper is structured as follows: Section 2 introduces the research strategy and research methods used to conduct the research presented

in this paper. Section 3 presents a summary of the research findings from the meta-analysis research. Section 4 presents a summary of the research findings from the survey research.

Finally, section 5 presents a summary of the two-phase research findings and articulates contributions of this research to the field of user centric M-government in Jordan and other developing countries. Moreover, this section presents potential limitations of the research and possible areas for future research that may extend the current research findings.

## **2. RESEARCH METHODOLOGY**

In the research reported in this paper, a mixed method approach was undertaken. The mixed methods approach is becoming the third major research paradigm, in addition to quantitative and qualitative approaches (Johnson, Onwuegbuzie, & Turner, 2007).

Tashakkori and Teddlie (1998, p.29) defined mixed methods as follows:

*Mixed methods studies are those that combine the qualitative and quantitative approaches into the research methodology of a single study or a multiphased study. In a mixed methods approach, both quantitative and qualitative methods are combined to generate more holistic data for the study. (Curry, Nembhard, & Bradley, 2009)*

### **2.1. Research Design**

In a mixed method approach, research methods are determined from the research questions being asked (Gray, 2009). This research employed the following qualitative and quantitative research methods: Systematic review through meta-analysis and survey.

There are two rationales for combining quantitative and qualitative research in this study (Bryman, 2008):

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