

## Investigating the Challenges and Opportunities for M-Government Implementation in Saudi Arabia

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**Abstract :** Given the lack of research into potential opportunities and challenges which are likely to be associated with the implementation of mobile services in developing countries including Saudi Arabia, the research reported here investigated the challenges and opportunities which are associated with the implementation of mobile government services in Saudi Arabia. By collecting data through surveys from 103 Saudi citizens and 46 employees working at the Ministry of Communication and Information Technology Saudi Arabia, this study indicates that the high level of mobile penetration in the country offers an opportunity for Saudi Arabian government to offer mobile government services in the country. The results also suggest that though a large percentage of populations do not have access to mobile technologies, there is still a strong desire among users for the provision of mobile government services. Moreover, the results suggest that effective implementation of mobile government services would help to increase the technological development of Saudi Arabia. However, there are certain challenges which may prevent the effective implementation of such services. First, there does not appear to be a sufficient level of understanding among the Saudi Arabian population about the benefits which are associated with mobile government services. Secondly, the results suggest that the implementation of the services needs to be closely tailored and personalised to the individual needs of target users. Finally, the lack of access to mobile technologies would be a challenge to the successful introduction of these services.

**Keywords :** challenges, e-government, mobile government, opportunities

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