MGAUM—Towards a Mobile Government Adoption and Utilization Model: The Case of Saudi Arabia

Authors : Mohammed Alonazi, Natalia Beloff, Martin White

Abstract : This paper presents a proposal for a mobile government adoption and utilization model (MGAUM), which is a framework designed to increase the adoption rate of m-government services in Saudi Arabia. Recent advances in mobile technologies such are Mobile compatibilities, The development of wireless communication, mobile applications and devices are enabling governments to deliver services in new ways to citizens more efficiently and economically. In the last decade, many governments around the globe are utilizing these advances effectively to develop their next generation of e-government services. However, a low adoption rate of m-government services by citizens is a common problem in Arabian countries, including Saudi Arabia. Yet, to our knowledge, very little research has been conducted focused on understanding the factors that influence citizen adoption of these m-government services in this part of the world. A set of social, cultural and technological factors have been identified in the literature, which has led to the formulation of associated research questions and hypotheses. These hypotheses will be tested on Saudi citizens using questionnaires and interview methods based around the technology acceptance model. A key objective of the MGAUM framework is to investigate and understand Saudi citizens perception towards adoption and utilization of m-government services.

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