# The Impact of Effective Key Factors on Efficient Development of Mobile Government
# (A Case Study in Sistan and Baluchestan Province, Iran)

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## ABSTRACT

The purpose of this study was to clarify the effective key factors on efficient development of mobile government in Sistan and Baluchestan province. The sample size consisted of 169 employees of Information Technology that they were selected at random for this study. To collect the data researcher made questionnaire was applied and for data analyzing Friedman test was used. Results demonstrated that social and cultural dimension was placed in the first rank, acceptance in second place, organizational and managerial and technical and technological were in third and fourth place respectively.

**KEYWORDS:** Effective Key Factors, Efficient Development of Mobile Government.

## INTRODUCTION

E-Government is the conventional government services made available for citizens through electronic means such as telephone, digital television and internet connected computers and other devices. Internet is increasingly becoming the medium of delivering government services to citizens in an effective and cheaper way. Recently the development in mobile technologies with the introduction of internet enabled mobile phones, PDA's, Wi Fi and wireless networks has created a new channel to deliver government services to citizens in more effective and cheaper way. These developments have created a new channel to deliver government services called the Mobile Government or simply m-government. m-government is defined as the strategy and its implementation involving the utilization of all kinds of wireless and mobile technology, services, applications and devices for improving benefits to the parties involved in e-government including citizens, businesses and all government units (Kushchu & Kuscu, 2003; Ghyasi and Kushchu, 2004).

Governments around the world have engaged in the process of developing a wide range of electronic (e-government) services by using information technologies, particularly, web-based internet applications. Understandably, these technological advances have tended to occur at a much slower rate in less-developed countries. Nonetheless, as governments increase the use of information and communications technologies, demands by the public for more effective services increase. In response, governments are aiming to meet the rising expectations of citizens for better, more comprehensive services using innovative information technologies and various service delivery channels in addition to the World Wide Web. Recently introduced mobile internet and related technology are among the most advanced delivery channels that are leading to a new era of mobile government (hereafter referred to as M-Government) services and business models. It is no longer a matter of whether or not e-government professionals, practitioners, and researchers should acquire necessary skills to prepare for the new move towards M-Government, it is a matter of how fast they can acquire the skills essential to meet the growing services demands of multiple stakeholders (e.g., the public, private and public companies, and intra-organizational agencies)

(Kushchu & Borucki, 2004). Mobile communication technologies are a key catalyst for transformational change and in 2008 the total mobile subscriptions crossed 4 billion. Mobile phones have emerged from being a luxury product to a mass necessity (Rannu, Saksing, & Mahlakõiv, 2010).

During the past decades, mobile technologies have influenced our lives significantly. In the typical western 'always-on society', people are used to be available round the clock and to have access to services everywhere and anytime. Governments react on this demand by offering services through additional mobile communication channels. Such activities have become commonly known under the term mobile government (m-Government) and are usually regarded as a subset of e-Government (Zefferer, 2011). Undoubtedly E-Government has a basic and

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important role in development and technology, so E-Government involves two main characteristic: giving service anywhere and anytime (Lallana, 2004). Furthermore, mobile government is not an alternative of electronic government, rather it is the complimentary of electronic government that somewhat serves some services by SMS and MMS. For successes of mobile government the following steps are necessary:

- Attention to social and cultural context
- Developing the sub-structures of mobile usage (technical and technological)
- Believe to management for developing mobile services
- Acceptance of mobile services from mobile services givers and as well mobile customers.

Some countries such as Turkey, Check Republic, and Philippine have had salient growth on giving the mobile services. Whereas, electronic government and mobile government have same technological sub-structure and by including the additional technical equipments to sub-structure of electronic government it is possible to use from mobile government. By performing the TAKFA design in Iran just now the technological sub-structure is ready for using the government mobile in Iran. In Iran three mobile government companies such as Talia, Irancell, and Hamrahe Avval are giving service to customers.

### Objective
- The present study attempts to clarify the key factors of successes in mobile government.

## RESEARCH METHODOLOGY

**Sample**

The research population consisted of 300 employees of Information Technology in Sistan and Baluchestan province that 169 of them were selected at random for this study.

**Tools Used:**

The researcher made questionnaire was used to collect the data. This questionnaire has 42 items that each item is rated from 5 (very high) to 1 (very low). This questionnaire includes four dimensions as follows: organizational and managerial dimension, technical and technological dimension, social and cultural dimension, acceptance dimension. For determining the reliability of this questionnaire Cronbach's Alpha was used and coefficients are as fallow: .85, .93, .86, .89 for organizational and managerial dimension, technical and technological dimension, social and cultural dimension, acceptance dimension respectively and the overall reliability of this questionnaire was rated .96.

## RESULTS AND DISCUSSION

To clarify the key factors of government mobile Friedman test was used and results are given in the below table.

**Table – 1: Results of Friedman test for determining the key factors of Government mobile**

| Variable | N | Mean | S.D | Minimum | Maximum |
|---|---|---|---|---|---|
| Organizational & managerial | 165 | 37.2224 | 7.08508 | 18.00 | 50.00 |
| Technical & technological | 165 | 36.9124 | 8.79553 | 10.00 | 50.00 |
| Social & cultural | 165 | 43.4970 | 7.44543 | 13.00 | 59.00 |
| Acceptance | 165 | 37.4221 | 6.74570 | 13.00 | 50.00 |

Comparisons of the mean ranks show that the social and cultural dimension was placed in the first rank (Mean Rank=43.4970), acceptance in second place (Mean Rank=37.4221), organizational and managerial (Mean Rank= 37.2224) and technical and technological (Mean Rank= 36.9124) were in third and fourth place respectively. The results of this study demonstrated that all dimensions were effective factors in mobile government but the social and cultural dimension was the highest rank and vice-versa the technical and technological dimension was the lowest rank. It can be concluded that some factors such as:

- simple using of mobile for motivation of costumers
- having sufficient skills to use mobile
- training programs

- confidence to mobile
-  legal factors
- personalized and using from mobile as hobby
- giving mobile services in local languages
- Mobile usage for all people, are very important for this research sample that rated the items of cultural and social factors. But the information technology experts ranked the technical and technological factor in the lowest rank. Maybe the fallowing causes clarify that why the technical and technological factor was placed in the lowest rank:
- Lack of high internet speed on the mobile phones
- Lack of sufficient sub-structure of satellite
- Low adjustment of operators system
- Low covering and conducting of operators
- Lack usage of mobile sidelong

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