GOVERNANCE FOR MOBILE SERVICE PLATFORMS: A LITERATURE REVIEW AND RESEARCH AGENDA

Abstract:

Mobile service platforms are IT-based marketplaces that have become the source of competitive advantages. Aligning the interests of stakeholders by establishing effective governance mechanisms is central to the success of mobile service platforms. This phenomenon ignites research in many disciplines, which results in a fragmented understanding of mobile service platforms. This paper is a first step towards establishing a comprehensive understanding of the role of governance mechanisms in mobile service platforms. We review the literature and develop a theoretical modular framework which provides an outline for the analysis and conceptualization of mobile service platform governance. This also provides help to identify promising research avenues.

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