

TOWARDS A SUSTAINABLE BUSINESS MODEL FOR MOBILE LEARNING SERVICES

Maske, Philipp, Leibniz Universität Hannover, Königsworther Platz 1, Institut für
Wirtschaftsinformatik, 30167 Hannover, DE, maske@iwi.uni-hannover.de

Guhr, Nadine, Leibniz Universität Hannover, Königsworther Platz 1, Institut für
Wirtschaftsinformatik, 30167 Hannover, DE, guhr@iwi.uni-hannover.de

Köpp, Cornelius, Leibniz Universität Hannover, Königsworther Platz 1, Institut für
Wirtschaftsinformatik, 30167 Hannover, DE, koepp@iwi.uni-hannover.de

Breitner, Michael H., Leibniz Universität Hannover, Königsworther Platz 1, Institut für
Wirtschaftsinformatik, 30167 Hannover, DE, breitner@iwi.uni-hannover.de

Abstract

In today's mobile world, people demand access to learning materials and courses anytime and anywhere. There is a high market potential for m(obile)-learning services, but the mere existence of such services does not mean market readiness. Added values of m-learning services are necessary to attract new users. Mobile technologies both expand and constrain the practicability of value-based m-learning. Existing evaluation systems primarily focus a didactical or a technical point of view. This study utilizes the design science paradigm to address the design of an m-learning application that meets the needs of users and augments their willingness-to-pay so that suppliers can bring it to market sustainability. The results of an extended technology acceptance model (TAM) based evaluation shows that user acceptance and willingness-to-pay for m-learning is driven by the special exploitation of didactic added value of m-learning content and a technologically adopted implementation of m-learning applications.

Keywords: Mobile learning, design science, technology acceptance model, mobile application, business model, intensity of use, willingness to pay, sustainability.