

MMA publishes latest issue of *International Journal Of Mobile Marketing*

NEW YORK, US / LONDON, UK / SINGAPORE / SÃO PAULO, BRAZIL: The MMA (Mobile Marketing Association) (www.mmaglobal.com) has released for public consumption the Winter 2010 issue (Vol. 5. No. 2) of the award-winning *International Journal of Mobile Marketing (IJMM)*.



This issue marks the fifth year the journal has been out, with the new issue covering topics such as consumer decision making, mobile service adoption optimisation, practices on building consumer trust and acceptance, and the prevalence and impact of mobile communications in the workplace.

IJMM is edited by Michael Hanley, a Ball State University associate professor of advertising and director of the Institute for Mobile Media Research. He has received several awards for his mobile marketing research and leadership, including the MMA's Award for Overall Excellence in 2007 for his work with the Academic Outreach Committee. *IJMM* is peer-reviewed by a 16-member board that includes researchers from top academic institutions and companies such as Snaptell and Yahoo.

The 126-page Winter 2010 edition includes a new special topics area that will feature research from specific countries and mobile industry segments in future issues. The new edition features 10 articles:

Articles

"Mobile Communications and Emerging Media: Prevalence and Impact in the Workplace"

"The Practices of Mobile Advertising Disclosure on Consumer Trust and Attitude"

"Moving Beyond Acceptance: Exploring Determinants of Consumer Use of Mobile"

"The Critical Success Factors for Marketing with Downloadable Applications: Lessons Learned from Selected European Countries"

"Mobile Service Adoption Optimisation: A Case Study"

"Investigating Mobile Services' Impact on Consumer Shopping Experience and Consumer Decision Making"

"Critical Factors of Consumer Decision-making on M-Commerce: A Qualitative Study in the United States"

"Consumer Attitudes Toward Permission-Based Mobile Marketing: An Empirical Study for Turkey"

"Selection of Cellular Operators in Bangladesh: An Empirical Analysis"

"Mobile Marketing: Implications for Marketing Strategies"

Recession no impediment to growth

"As the Winter 2010 edition of *IJMM* shows, the recession hasn't slowed the mobile channel's global expansion as a powerful tool for advertising, marketing and consumer research," Hanley said. "The new edition is a convenient opportunity not only to learn about many of the key trends and opportunities that are emerging around the world, but to develop strategies for capitalising on them as the economy rebounds."

"We encourage industry leaders, academics and students to share their opinions, thought-leadership and research, and we are currently accepting call-for-papers for future *IJMM* issues," said Michael Becker, North America managing director of the MMA.

IJMM is an online-only publication, a format that expands its availability to a global audience, gives readers faster access to mobile research and provides the publication's authors with a new platform for publishing research quickly and worldwide. All current and past editions - 104 articles from more than 160 authors in 23-plus countries - are available now at <http://mmaglobal.com/store>.

Individuals interested in submitting articles (4000 - 5000 words) should submit their draft or prospectus to the MMA. Submissions should be emailed in MS Word format. For more information, please contact mmajournal@mmaglobal.com or go to mmaglobal.com/resources/international-journal-mobile-marketing/call-for-papers. The remaining 2011 submission deadline is September 15.

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