



جامعة الإمارات العربية المتحدة
United Arab Emirates University

**The College of Graduate Studies and the College of Business and Economics
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DBA Dissertation Defense

Entitled

*PROMOTING MOBILE GOVERNMENT SERVICES IN THE UAE: A MODERATED PARALLEL
MEDIATION ANALYSIS OF THE IMPACT OF AD CONTENT ON INTENTION*

by

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Abstract

This thesis investigates the role of ad content in influencing citizens' intention to use mobile government (mGovernment) services in the UAE. mGovernment delivers services through the use of mobile devices to citizens anytime and anywhere in order to increase citizen happiness and satisfaction. mGovernment has been launched as a strategic initiative by the UAE government, and one of the most important success factors for the initiative is increasing the number of citizens who use mGovernment services. Previous research has focused mainly on the factors driving technology acceptance and user intention to use self-service technologies. In contrast, the present research focuses on increasing intention to use mGovernment services by delivering influential promotional messages that impact use intention. Towards understanding the influence of ad content on intention, several theories will be utilized including technology acceptance, advertising, and persuasion perspectives. These theories explain individuals' interpretations or feelings toward the advertising messages and identify factors that determine logical or emotional participant response to ad content. The findings from this thesis will contribute to the overall understanding of mGovernment services, shedding light on how government organizations can develop promotion strategies that have the potential to increase the number of mGovernment users. This thesis may also serve as the basis for future research in the field of mGovernment by clarifying the role of persuasion and emotions in promoting mobile government services.

Keywords: mGovernment, mobile government services, persuasion in advertising, emotions in advertising mobile government services, self-service technology, role of involvement in self-

services.