

The relationship between personality and job performance with regard to nurses' political skills Guilan University of Medical Sciences (Rasht)

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The phrase mobile commerce (M-commerce) was originally coined by the expansion of wireless networks as e-commerce applications. M-commerce is performed via mobile devices such as mobile phones, personal digital assistants, digital notebooks and even car on-dash. Therefore, the aim of this study was investigated mobile banking adoption for branches of bank maskan in the Province of Gilan in terms of behavioral, environmental and technology. The population were consisted customers of Bank Maskan branches in Gilan Province who were ed 325 persons as examples using convenient nonprobability sampling and Cochran formula. It is a descriptive and analytical in correlational and an applied study regarding purpose. Data were collected through questionnaires. In order to analyze the data was used Kolomogrov-Smirnov test to determine the type of data distribution and also, the goodness of fit model and hypotheses testing was conducted by structural equation modeling approach and path analysis method. The results indicated that there is a significant positive relationship between technology features of mobile banking and appropriate technology compatibility, task features of mobile banking and appropriate technology compatibility, the expected performance and adaptation of appropriate technology, the expected efforts and appropriate technology compatibility, appropriate technology compatibility and intention of accepting, familiarity with the bank and initial trust, secure structures and initial trust, the expected performance and initial trust, the expected efforts and initial trust, initial trust and mobile banking adoption intention, the expected performance and intention of accepting, the expected efforts and intention of accepting, social influence and intention of accepting, facilitate ease

and intention of accepting.

Keywords : Technology, Technology Adoption, Internet Banking, Mobile Banking

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