

# Mobile App Development Strategies for Modern Business Information Systems

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**Abstract:** *This study explores into the realm of mobile app development strategies within modern business information systems. Through an exploration encompassing surveys, interviews, and case studies, the study uncovers insights into prevalent strategies, preferred tools, and challenges faced. Hybrid app development emerged as a favored approach (45%), offering a balance between platform coverage and performance. Case studies showcased the benefits of Agile methodologies in healthcare and retail sectors, resulting in improved patient engagement and elevated sales. Challenges encompassed cross-platform compatibility (60%), security concerns (45%), and performance optimization complexities (35%). Key success factors highlighted the versatility of Agile methodologies, the necessity of early security considerations, and the centrality of user-centered design. Ultimately, this study enriches our understanding of mobile app development's pivotal role in modern business information systems, offering actionable insights for strategic implementation and innovation.*

**Keywords:** Mobile App Development, Business Information Systems, Strategies

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