

A Study on Emerging Trends and Innovations in the Mobile Banking Sector

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Abstract: *Trends and innovations in mobile banking The growth of mobile and internet technologies has influenced the transformation of many industries, including particular economies. Many industries, including banking, have changed as a result of the growing popularity of the internet and mobile phones. In comparison to traditional bank transfers, online banking, which can be easily done from home or the office using a personal computer, has fought for its place. "Mobile banking" is the merging of information from mobile phones about the status of a bank account or a payment transaction in a short amount of time. With the help of mobile phones, mobile banking has evolved to the point where it can now be used to make payments at any time and from anywhere. As a result, manufacturers of mobile phones have had to meet the growing demands of users for banking transactions that are simpler and easier. The production of smart phones that allowed for contactless payment transactions marked a ground-breaking advancement in this field. As a result, banking operations have changed as a result of the development of mobile technologies, with the primary objective of providing new channels for banking service distribution. Banks and mobile operators worked closely together as a result of everything that happened. In Serbia, as well as around the world, the number of people using mobile banking services is on the rise.*

Keywords: Mobile banking., banking services, electronic payments

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