

An Analysis and Evaluation of the Mobile App Development Industry as an Emerging Support for Business Practices

Ms. Nada Patel¹, Ms. Rajashri Thakare², Mr. Bhoir Abhishekh³, Mr. Rahul Tiwari⁴

Assistant Professor, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai¹

Master's of Business Administration, University of Mumbai, Mumbai²

SYBMS, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai³

SYBAF, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai⁴

Abstract: *In our current era, we frequently encounter disruptive technologies that fundamentally alter the market's perspective. An illustration of this is the emergence of Mobile App Development, which profoundly transformed the way individuals engaged with software. In the past, software development primarily focused on creating stand-alone or web applications. However, there is now a significant emphasis on the development of mobile applications. Previously, standalone technologies necessitated the user to possess a Personal Computer in order to utilize their applications. However, the target audience for this type of application development significantly widens because the platform on which the software is provided is limited to just a mobile phone. Due to the widespread availability of mobile devices, the development of applications for portable devices has become the standard method for delivering services to their target audience more quickly. The App Development sector has seen significant evolution. Since its inception, it has consistently and significantly grown. This research provides an extensive analysis of the Mobile App Development Industry and its prevailing influence in India.*

Keywords: Mobile App Development, Android, iOS, Industry Analysis