

Reviewing the Influence of Emerging Technological Developments on the Mobile Banking Industry

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Abstract: *The advancement of mobile and internet technologies has had a significant impact on the transformation of several industries, including specific economies. The increasing use of the internet and mobile phones has led to significant changes in various industries, including banking. Unlike traditional banking transactions, online banking, which can be conveniently conducted from home or the office using a computer, has faced challenges in establishing its position. "Portable banking" refers to the consolidation of information from mobile phones regarding the status of a bank account or a payment transaction within a brief period of time. Thanks to the aid of mobile phones, mobile banking has evolved to the point where it can now be used to make payments at any time and from any location. Consequently, cell phone manufacturers have had to meet the increasing demands of customers for banking transactions that are more uncomplicated and easier. The introduction of PDAs that incorporated contactless payment transactions marked a significant advancement in this industry. Banking responsibilities have been altered due to improvements in portable technologies, with the primary objective of providing new channels for the distribution of banking services. Financial institutions and mobile operators collaborated closely during the entire event. The number of individuals using mobile financial services is increasing in Serbia, as well as elsewhere.*

Keywords: Mobile banking, banking services, electronic payments