Review Report

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Key characteristics of mobile applications and trends in mobile app Industry

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A B S T R A C T

The mobile application field has actually been receiving astronomical attention from the recent few years because of a developing lot of mobile app downloads as well as withal because of the revenues being engendered. With the surge in the number of apps, the variety of lamentable apps/failing applications has withal been growing. Interesting mobile application studies are consisted of in this paper which might make use the developers understand the concerns and advantages of mobile apps. The writers have actually helped make an effort to incorporate all the critical aspects that lead to applications to stop working which include negligence due to the programmers, technical concerns, poor marketing attempts, as well as higher prospects of the users/consumers. This paper provides the key characteristics of mobile applications and trends in mobile app industry.
Keywords: Mobile communication, characteristics, trends.

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