

THE ROLE OF MOBILE APPS IN INCREASING SMALL BUSINESS SALES AND REVENUE

Eugenie Goodwin
University of Louisiana at Monroe
700 University Ave., Walker 2-123
Monroe, LA 71209
318-342-1194 (Contact Author)
goodwin@ulm.edu

Laurie Babin
University of Louisiana at Monroe
700 University Ave., Hemphill 351
Monroe, LA 71209
318-342-1153
babin@ulm.edu

Paul Dunn
University of Louisiana at Monroe
700 University Ave., Walker 2-123
Monroe, LA 71209
318-342-1224
dunn@ulm.edu

Kamal Soan
University of Louisiana at Monroe
700 University Ave., Walker 2-123
Monroe, LA 71209
318-342-1224
soankk@warhawks.ulm.edu

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ABSTRACT

According to Pew Internet Project (Purcell, 2010), 82% of people in the U.S. have cell phones of which 35% of them have applications (apps). A survey of 2,246 small businesses done by AT&T (Rubin, 2011) and was found that only one-third of these businesses use apps in their ongoing operations. A Small Business & Entrepreneurship Council (Kerrigan, 2011) report found that apps help save an estimated 2.34 billion hours and \$56.9 billion annually by small businesses.

Several studies and surveys have focused on efficiencies gained by the use of mobile apps by small businesses, but we haven't found a study that indicates the use of apps as selling tools and their impact on the revenues of small firms. We have developed a survey for small businesses to find out: the usage of apps as marketing tools, the types of apps used and their impact on sales.

REFERENCES

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