

2012

# Introduction to the Elements of the Mobile App Ecosystem

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## Recommended Citation

Murray, Meg, "Introduction to the Elements of the Mobile App Ecosystem" (2012). *2012 Proceedings*. 5.  
<http://aisel.aisnet.org/siged2012/5>

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## Introduction to the Elements of the Mobile App Ecosystem

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### I. TUTORIAL

Mobile computing is altering the IT landscape and has the potential to impact most aspects of our lives. This has major implications for individuals as well as for organizations. User interaction with Internet-based technologies is rapidly changing, complicated by a mobile ecosystem comprised of numerous technologies, computing platforms and devices. Building mobile applications that create a consistent, integrated experience for all users regardless of device or platform is challenging. Only by developing a deep understanding of this technology, will students in the computing disciplines be able to actively participate in its evolution.

This tutorial provides an overview of the mobile application environment including how its many dimensions can be introduced into the information systems curriculum. Topics covered include delineating the mobile web from native mobile applications, evaluating the prominent mobile application development platforms and frameworks, analyzing the challenges inherent in designing and developing effective mobile applications and assessing the viability of the mobile application distribution model. Participants will be provided with an opportunity to experiment with developing a mobile application. In addition, participants will be provided with a listing of sources for reference when developing curriculum related to mobile applications. The relationship between people and mobile devices is transforming the world and revolutionizing how we live, work and play. This tutorial introduces tools and resources that educators can use to incorporate the mobile app phenomenon into the classroom.

### ABOUT THE AUTHORS

**Meg Murray** is a Professor of Information Systems holding a joint appointment with the University College and the Coles College of Business at Kennesaw State University. She has more than thirty years of experience in the discipline having held positions in both industry and academe. She specializes in the area of emerging technologies and the development and implementation of those technologies to meet business and organizational needs. Recently, she served on a team to develop a model curriculum consisting of 4 courses to develop a track on mobile applications for an information systems curriculum.