Luann Dias

3/23/21

Comp.4631

Bibliography Week 8

Hao, Lin, et al. “A Mobile Platform's In-App Advertising Contract Under Agency Pricing for App Sales.” *Production and Operations Management*, vol. 26, no. 2, 2016, pp. 189–202., doi:10.1111/poms.12647.

**Abstract:**

This article discusses how mobile app developers make money from their apps. Having contracts with advertising agencies and other companies can be the main source of income for mobile app developers along other than just having in app purchases. This was an important article for me to read because it’s something to keep in mind if I were to continue with mobile app development.

Harty, Julian. “Improving App Quality despite Flawed Mobile Analytics.” *Proceedings of the IEEE/ACM 7th International Conference on Mobile Software Engineering and Systems*, 2020, doi:10.1145/3387905.3388603.

**Abstract:**

Once a mobile app is deployed to an app store, it is important to analyze its usage and how customers interact with your app. By doing this, developers need to keep track of bugs and improve the apps overall quality based on user’s experience and comments.