

## **Mobile Banking, its evolution and Impact on Business: A Bibliometric Approach**

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**Abstract:** Mobile banking has been emerging as a popular means of banking. Juniper Research, 2013 anticipated that by 2017 around 1 billion customers are expected to use mobile banking services. Explosion in the use of mobile phones attracts the interest of research towards mobile banking. The purpose of the study is to provide a bibliometric analysis on mobile banking. The study analyse 129 documents of mobile banking from web of science database between 2004- 2020. Bibliometric analysis and bibliographic coupling analysis were carried out using VOSviewer software. The finding demonstrates the trend of movement of mobile banking between 2004 to 2020 in terms of the number of documents published in the Web of Science database.

**Keywords:** Mobile banking, Bibliometric Analysis, VOSviewer software, Web of Science.

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