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ANALYSIS OF FACTORS AFFECTING BUSINESS TO BUSINESS RELATIONSHIP BETWEEN TELECOMMUNICATION OPERATORS AND VENDORS IN SRI LANKA

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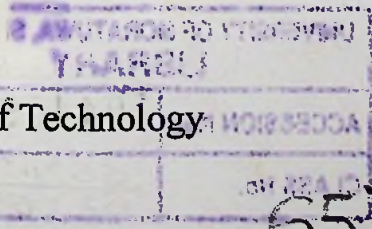
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DECLARATION

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ABSTRACT

The main purpose of this research is to identify and analyze the factors that affect business to business relationships between telecommunication operators and vendors in Sri Lanka, so that the managements of both telecommunication operator and vendor organizations can make use of those factors to strengthen the business relationships. This study was carried out based on two models developed in telecommunication operator and vendor perspectives, and through in-depth questionnaire surveys conducted on employees working in telecommunication operator and vendor organizations in Sri Lanka. Relationship strength between telecommunication operators and vendors is affected by trust, commitment, adaptation, communication and satisfaction in the perspective of operators. Satisfaction of operators is affected by product quality, service support, delivery performance, supplier know how and value for money. In the perspective of vendors, relationship strength is affected by trust, commitment and satisfaction. Satisfaction of vendors is affected by economic factors and referencing. This research covered only the telecommunication industry in Sri Lanka, therefore generalization is limited. Data analysis results show that all the factors affecting the relationship strength are not included in the models. Dyadic data were not used for the research, which could have led to more comprehensive analysis if collected. By identifying the factors that affect the business relationships in both operator and vendor perspectives, the managements of telecommunication operator and vendor organizations can take steps to improve those factors that will in turn strengthen the business relationships between them. This is the first time this type of a research was carried out in the telecommunication industry in Sri Lanka or elsewhere.

Key words: Relationship strength, Telecommunication, Operator, Vendor, Sri Lanka.

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LIST OF ABBREVIATIONS

Abbreviation	Description
ADSL	Asymmetric Digital Subscriber Loop
AVE	Average Variance Extracted
CBSL	Central Bank of Sri Lanka
CDMA	Code Division Multiple Access
FL	Factor Loading
GDP	Gross Domestic Product
GNP	Gross National Product
GPRS	General Packet Radio Service
GSM	Global System for Mobile Communication
HSDPA	High Speed Downlink Packet Access
LTE	Long Term Evolution
RFP	Request for Proposal
TRCSL	Telecommunications Regulatory Commission of Sri Lanka
WiMAX	Worldwide Interoperability for Microwave Access