

REFERENCES

- Ajzen, I. and Fishbein, M.(1980), "Understanding Attitude and Predicting Social Behavior", Prentice-Hall, Englewood Cliffs, NJ.
- Bandara, C.L.L.(2004) *Adaptabilities of voice over Internet Protocol Technologies in Sri Lankan Enterprises*, Department of Computer Science Engineering, University of Moratuwa.
- Baum, S., Haynes M., Gellecum, V.Y. and Han, J.H. (2007), "Considering regional socio-economic outcomes in non-metropolitan Australia: a typology building approach", *Regional Science*, 86(2), pp261-286.
- Mason, C. and Castleman, T.(2008), "Communities of enterprise: developing regional SMEs in the knowledge economy", *Journal of Enterprise Information Management*, 21(6), pp571-584.
- Code Division Multiple Access Development Group. (2000), "What is CDMA?", California.
- Chandrasekara, K.(2006), *New Trends in Telecom World*, University of Moratuwa.
- Cheong, J.H and Myeong-Cheol, P.(2005), "Mobile Internet Acceptance in Korea", *Internet Research*,15(2),125-140, Emerald Group Publishing Limited
- Chen, L., Gillenson, M.L. and Sherrell, D.L. (2002), "Enticing online consumers: an extended technology acceptance perspective", *Information and Management*,39(8),pp705-19.
- Cooke, P., Clifton, N. and Oleaga, M. (2003), "Social capital, firm embeddedness and regional development", *Regional Studies*,39(8),pp1065-77.
- Cuadrado-Roura, J.R. and Garcia-Tabuenca, A. (2004), "ICT policies for SMEs and regional disparities: The Spanish case", *Entrepreneurship & Regional Development*,16(1),pp55-75.
- Davis, F. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*,13(3),pp319-40.
- Dichman, R.G. and Kremerer, C.F.(1993), "Adoption of software engineering process innovations: the case of object-orientation", *Sloan Management Review*, Winter, pp7-22
- DeLone, W. and McLean, E. (1992), "Information systems success: the quest for the dependent variable", *Information Systems Research*,3(1), pp. 60-95.

Global System for Mobile Association (2002), *Identification of Quality of Service Aspects of Popular Services*, IR.41, GSM Association, London.

Global System for Mobile Association (2003a), *Definition of Quality of Service Parameters and Their Computation*, IR 42, GSM Association, London.

Gunawardana, M.(2007), *Making the Connection*, Sri Lanka Telecom.

Hakura, D.(2004), Growth in the Middle East and North Africa. IMF, Working Paper No. 56.

Jene, W., McElvane, R., Dey, A., Duwadi, K.(2004), The impact of competition and technology on telecommunications regulation: call for further research on regulatory procedures and the convergence of wireless, wireline, and cable, 6(4), pp225-233, Emerald Group Publishing Limited.

International Telecommunication Union, (2001), *Annual Report 2001*, Geneva

Jayasuriya, S. and Knight, J.M.(1998), 'Liberalisation and Privatisation: Telecommunications Reforms', in Sri Lanka, in S.MacDonald and G.Madden (eds.), *Telecommunications and Socio-Economic Development*, Amsterdam: Elsevier Science B.V., 353-373

Jayasuriya, S and M. Knight-John (2004). "Sri Lanka: From telecommunications privatization to anti-competition?", in Allan Brown, Moazzem Hossain and Duc-Tho Nguyen (eds.) *Telecommunications Reform in the Asia-Pacific Region*. Edward Elgar.

Lee, M. (1999), "A study on the determinants of service loyalty", *Korean Marketing Research*, Vol. 14 No. 1, pp. 21-45.

Lim, C. and Lu, H. (2000), "Towards an understanding the behavioral intention to use a web site", *International Journal of Information Management*, Vol. 20 No. 3, pp. 197-208.

Morris, M.G. and Dillon, A.(1997), "How user perceptions influence software use", *IEEE Software*, Vol. 14 No. 4, pp. 58-65.

Mohammed L. B.,(2008), "Small-Scale Industries in Jordan in the Globalization Era Performance and Prospects", *Journal of Social Sciences*, 4(2), pp98-102, Science Publications, Jordan.

Mullaguru N. and Kripalani V.(2004), *CDMA2000 for Wireless in Local Loop Networks*

Oakland, S.(1995), *Total Quality Management – Text with Cases*, BH Ltd, Oxford.

Official Journal of the European Union, (2003), C 118 of 20.

Prahalad, C.K. and Ramaswamy, V. (2004), *The Future of Competition – Co-creating Unique Value with Customers*, Harvard Business School Press, Boston, MA.

Raymond, L. and Bili, S.(2001), “Organisational learning as a foundation of electronic commerce, in the Network Organisation”, *International Journal of Electronic Commerce*, Vol. 5 No. 2, pp. 29-45.

Samarajiwa, R. (2002), *Science and technology inputs for information and communication infrastructure development in Sri Lanka*, LIRNE,Colombo

Seddon, P. (1997), “A respecification and extension of the DeLone and McLean model of IS success”, *Information Systems Research*, Vol. 8 No. 3, pp. 240-53.

Sutherland E.(2006), “The regulation of the quality of service in mobile networks”. *ITU Workshop*, Mainz.

Sum, C.C., Kow, L.S.J. and Chen, C.S. (2004), “A taxonomy of operations strategies of high performing small and medium enterprises in Singapore”, *International Journal of Operations & Production Management*, Vol. 24 No. 3, pp. 321-45.

Telecommunications Regulatory Commission of Sri Lanka. (2000), *Achieving Good Governance Provision of Service Information to the General Public*, Retrieved 15 August 2009 from <<http://www.trc.gov.lk>>

Teo, T.S.H., Lim, V.K.G. and Lai, R.Y.C. (1999), “Intrinsic and extrinsic motivation in internet usage”, *Omega: International Journal of Management Science*, Vol. 27 No. 1, pp. 25-37.

Turban, E., Lee, J., King, D. and Chung, H.M. (2000), *Electronic Commerce: A Managerial Perspective*, Prentice Hall, Englewood Cliffs, NJ.


Udo, J.G. and Davis, S.J.(1992),“Factors affecting Decision Support System benefits”, *Information and Management*, Vol.23, 359-371.

Zeithaml, V.A. (1988), “Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence”, *Journal of Marketing*, Vol. 52, July, pp. 2-22.

Appendix I

Critical Success Factors for the Growth of CDMA Market within Sri Lankan Small Industries

The purpose of this questionnaire is to conduct a study on CDMA Market within Sri Lankan small industries. This research is carried out only for academic purposes for the MBA in Management of Technology of the University of Moratuwa, and any of the organizational information will not be published. Therefore please provide the most appropriate measures that fit best with your organization.

1. Your CDMA service provider
2. Do you have any problem with this CDMA phone? Yes/No
.....
.....
3. Why do you choose CDMA connection from other type of connections eg. Wire line, Mobile
 University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk
.....
.....
4. Have you had a fixed phone before purchasing a CDMA phone? Yes/No
5. Overall voice clarity of the CDMA phone
 - a. Much worse
 - b. Worse
 - c. Satisfied
 - d. Better
 - e. Much better
6. Ability of getting through to a person when you make a call at peak hours
 - a. Much worse
 - b. Worse
 - c. Satisfied
 - d. Better
 - e. Much better

7. Ability of getting through to a person when you make a call at off-peak hours
 - a. Much worse
 - b. Worse
 - c. Satisfied
 - d. Better
 - e. Much better
8. Call connectivity duration after dialing a number
 - a. Much worse
 - b. Worse
 - c. Satisfied
 - d. Better
 - e. Much better
9. Ability to complete long duration calls without re-dialing
 - a. Much worse
 - b. Worse
 - c. Satisfied
 - d. Better
 - e. Much better
10. Overall possibility of obtaining new connection is;
 - a. Very Difficult
 - b. Difficult
 - c. Average
 - d. Easy
 - e. Very easy
11. Time duration within which the new CDMA connection was given
 - a. Much worse than before
 - b. Worse than before
 - c. No change
 - d. Better than Before
 - e. Much Better than Before

12. Your preferred number for the connection;
- Was given to another CDMA customer
 - Can't have with the operator prefix numbers
 - No any preferred number for the connection
 - Was obtained from the operator
13. Are you using CDMA Connection away from the business office? Yes/No
14. If Yes, The CDMA coverage was enough to have your mobility,
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
15. The CDMA signal strength was enough to have your mobility,
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
16. How many months ago it was obtained? 1. <6 2. 6-12 3. 12-18 4. 18-24 5. 24>
17. How did you settle the initial connection fee?
- Up front payment , Value :-
 - Installment basis , Value of the Installment
 - Offered Free of charge by the service provider
18. How much you spend monthly for phone bill?
- Less than 500
 - 500-1000
 - 1000-2000
 - 2000-5000
 - More than 5000
19. Are you using Post Paid or Pre-paid Connection? Post-Paid / Pre-Paid

20. Facilities for the bill payments and Pre-Paid card purchase

- a. Much worse
- b. Worse
- c. No Change
- d. Better
- e. Much better

21. Call charges

- a. Much Higher
- b. Higher
- c. Average
- d. Less
- e. Much less

22. Monthly Rental charges

- a. Much Higher
- b. Higher
- c. Average
- d. Less
- e. Much less



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk

23. Charges on relocation, reconnection

- a. Much Higher
- b. Higher
- c. Average
- d. Less
- e. Much less
- f. No charges

24. Other Financial Benefit provided by the operator such as Discount, Free Calls, Subsidies, free equipment gifts

.....

.....

.....

25. What are the other problems you are experiencing when maintaining this phone?


.....

26. Maintenance cost which have to be incurred by consumers

- a. Much Higher
- b. Higher
- c. Average
- d. Less
- e. Much less
- f. Maintain free of charge by the service provider

27. What else that you would expect from service provider to improve quality of service

28. Value Added Services

VAS 	Provided for free or Monthly rental	Useful for the Business			
		Much Useful	Useful	Not Useful	Never Useful
Caller Line Identification facility					
High Speed Internet capability					
Short Message Service(SMS)					
International Direct Dialing (IDD)					
Speaker Phone					
PC FAX					
Other.....					

29. Type of the Business

- a. Manufacturing
- b. Mining & Quarrying
- c. Services (Generation & Distribution)

30. Comments on CDMA

Appendix II

Guide Lines for the Structured Interviews

Interview with Telecommunication Regulatory Commission of Sri Lanka

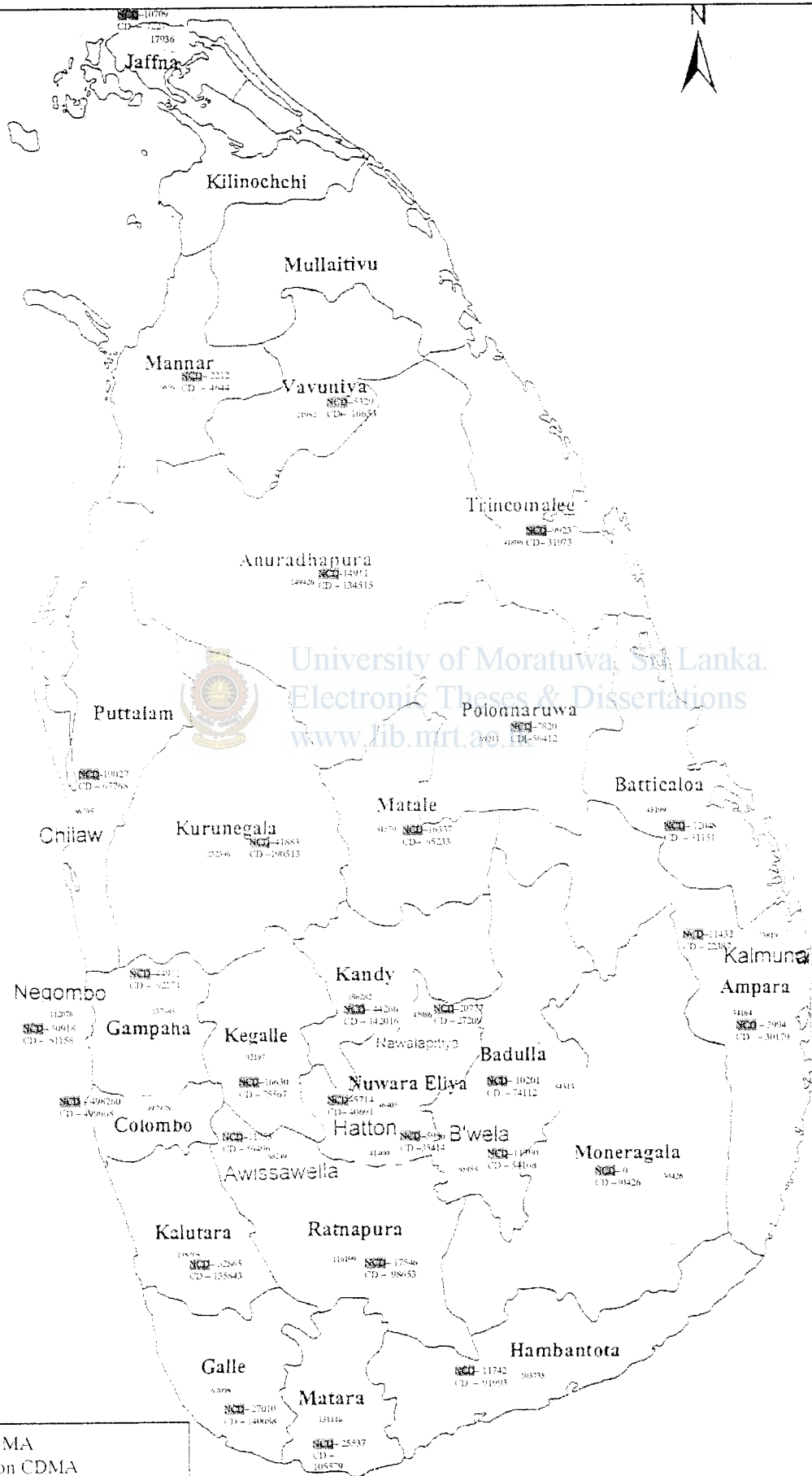
- What are the objectives behind the introduction of CDMA Technology to Sri Lanka?
- Are those objectives achieved? What Level?
- What are the policy decisions that TRCSL has taken for the growth of CDMA Technology?
- What are the future plans of the TRCSL on this Technology?
- What are the quality standard you expect from the introduction of CDMA Technology in Sri Lanka?
- For what level TRCSL target provision of Telecommunication facilities for small industries with the introduction of CDMA technology?

Interview with Operators

- Is CDMA technology the correct technology to serve business customers?
- With your experience please rate the successfulness of CDMA technology for business customer's requirements.
- What are the overall success factors for the popularity of CDMA technology among small industries?
- Give your weightings for the each element of the dimensions of the study.
- As an operator what do you expect from TRCSL for the growth of CDMA connection among small industries
- What are the current technological issues that your CDMA customers are facing?
- What technical features of CDMA are highly demanded by business customers?

Appendix III

Provincial Distribution of Fixed Phones in Sri Lanka as at December 2008



Source: Telecommunication Regulatory Commission of Sri Lanka (2008)