STRATEGIES FOR TRANSITION TO THIRD GENERATION CELLULAR COMMUNICATION IN SRI LANKA

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Abstract

The mobile market is currently in the phase of restructuring. The introduction of the Universal Mobile Telecommunications System (UMTS) network was related to high expenditures. These expenses have to be compensated with revenues from successful applications and mobile services, which contribute to a positive Return on Investment (ROI). Hence understanding the user acceptance of third generation services and formulation of strategies to make Third generation (3G) a reality is vital for the success. Most of the countries are preparing for 3G by changing their telecommunication regulations. There are many success stories of 3G and those who implemented the 3G technologies could be able to leverage the market.

In Sri Lankan context, the telecommunication industry has changed dramatically since late 1990s. Statistics shows that the total numbers of mobile subscribers are now greater than the fixed line subscribers in Sri Lanka. Sri Lanka is a country, which adopts new technologies very quickly when world, is moving towards new technologies.

In this research, the focus was on formulating strategies for transition to third generation cellular communication in Sri Lanka. One main objective with three sub objectives was developed to conduct this research.

A survey was conducted among mobile users to evaluate the acceptance of 3G services in Sri Lankan market. Another survey was conducted among 3G project managers to evaluate and identify best practices for absorption and adaptation of 3G services and to assess the conduciveness of environment of transferor and transferee for smooth transfer of 3G technology. The main objective" To recommend strategies for transition to third Generation Cellular Communication in Sri Lanka" is derived from the first three sub objectives.

Research findings shows that there is a market acceptance for 3G services In Sri
Lanka and the service providers are technically capable of absorbing the technology to their systems. However 30 project implementations should prioritize on the delivery of benefit to customer rather than clever technology.