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Impact of Deregulation of External Gateway Operation on Telecommunication Industry Revenue

(With Special Reference to Sri Lanka Telecom)

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Abstract.

This research, titled as “**Impact of Deregulation of External Gateway Operation On Telecommunication Industry Revenue (with Reference to Sri Lanka Telecom)**” was conducted with the purpose of examining whether, the ultimate targets of EGO deregulation was achieved or not, and accordingly, to highlight the determinants behind it. Deregulation of EGO in Sri Lanka was implemented by the Telecommunication Regulatory Commission of Sri Lanka in 2003 with the mere intention of ensuring the betterment of the industry in terms of revenue while fulfilling the aspirations of the stake holders. Subsequently, it was highly speculated that the main target of the deregulation has not been achieved creating unrest among the stake holders of the industry. Having observed this as a problem that has to be researched, through extensive reading the related documentation to this issue, the research gap that has not been addressed so far, was identified by the researcher. Accordingly four research objectives were set and hence the research questions were designed in relation to the objectives. Eventually, four hypotheses were formulated in the course of setting the scope of the research. This study was conducted as an empirical survey where deductive approach was adopted in decision making. The primary data were collected associating a randomly selected sample of 150 industry related individuals through administering a questionnaire of which the validity and the reliability were tested with Cronbach’s Alfa method. Moreover the secondary data were also associated for further clarification. In data presentation descriptive statistics such as mean, median, mode, standard deviation, skew-ness etc. were utilized. The data analysis was done using inferential statistics. SPSS was used as the main analytical tool. Ultimately, based on the results from data analysis, the certain findings were made. Accordingly it was concluded that deregulation of EGO has adversely affected the Telecommunication industry revenue. Upon the conclusions, the policy implications of the study were derived. Furthermore, as the researcher identified certain unclear areas in the domain of international telecommunication industry, suggestions for future researches were also highlighted at the end of the study report with the intention of motivating and guiding other interested researchers.