

## The impact of the introduction of CDMA technology on the telecommunication industry in Sri Lanka

A.R. Dharmasiri<sup>1</sup>,

Focusing on the ongoing CDMA deployment process in the Sri Lankan Telecommunication industry, the research problem formulated was: "How Impactful is the Introduction of CDMA Technology to the Sri Lankan Telecommunication Industry?". The objectives were: To assess and analyze the overall impact of the introduction of CDMA technology on the Telecommunication industry in Sri Lanka, to suggest urgent improvements necessary for the on going CDMA Technology Implementation process and to suggest recommendations for future introduction in Telecommunication related Technologies to Sri Lanka.

A field survey on end users and a series of interviews were conducted with senior personnel of the three fixed line operators and the personnel from TRCSL. Diverse literature on related areas was reviewed. Based on the conceptualization model adopted the study took a four dimensional approach, which were Customer Benefits, Operator Advantages, Technological Advancement and the Regulatory Framework. Accordingly, the related elements in those dimensions were operationalized. Predominantly a quantitative, supported by a qualitative component was adopted for the study. A comprehensive questionnaire was utilized in the field survey carried out to gather information of the perception of the customers and structured interviews were carried out with the senior industry experts, to obtain their perspective of the other three dimensions of the study.

Conclusions are drawn in relation to the objectives of the study. Based on the findings, a marginal overall improvement in relation to the benefits received by the end user is seen. Anyhow, findings strongly show that CDMA has brought many benefits to the operators and also it has been an advanced technology to Sri Lanka at the larger picture. In relation to the regulatory aspect of the whole process, there is further room for improvement in order to have a smooth operation of new technology deployment in Sri Lanka in future.

The emphasis required by the related parties to act proactively, ensuring delivery of best service at the lowest possible cost, resulting up lifting of the living standard of the masses is aptly highlighted in the recommendations.

**Key words:** Telecommunication, Technology, CDMA, Development, Benefits.

<sup>1</sup> Suncel Limited, Colombo 2, Sri Lanka