

The Potential of Inter Operator Roaming for the Future of Mobile Communication Industry in Sri Lanka

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Sri Lankan mobile network operators have been facing new challenges to maintain revenue levels and profitability. With increasing energy consumption, health hazards, capital and operational expenditures of deploying third and second generation networks are causing both existing and new operators to look at more potential approaches to fulfil the demand of their expanding networks. The main purpose of this research is to analyse, design, and develop a framework for inter operator roaming in a way which Sri Lankan mobile network operators can become more environmental friendly and maintain their revenue levels and profitability by branding themselves as more sustainable. The research can be considered partially exploratory, as it seeks out new sight on green development in Sri Lankan mobile communication sector and the impact of Inter Operator Roaming on it from global point of view.

The research was carried out according to the deductive research method where the data analysis triangulated using quantitative and qualitative methods. Under that, predetermined instruments and objectives developed, prior to the research. Therefore author has selected six fundamental factors (Rival Market, Economies of scale, Capital and Operational Expenditures, R&D on eco-friendly mechanisms, Health Hazards due Electromagnetic Radiation and the Absence of agreed Procedures and Performance Indicators) to design the research.

Through statistical analysis it was confirmed that each factor had a positive impact towards the Inter Operator Roaming, which was also supported through deductive research assessment. The research concludes with Inter Operator Roaming as a green development concept and it will enable mobile network operators to improve the quality of service by better service coverage. Further, the research identified that Inter Operator Roaming reduces cost of new third and second generation network deployments and cost of energy consumption while preventing loss of market share, eliminating customer dis-satisfaction and lowering carbon footprint of mobile network operators.

Keywords: Inter Operator Roaming, Capital and Operational Expenditures, Green Development