

## Bibliography

- Aaker, D. A. et. al. (2001) "Marketing Research", John Wiley and Sons, Inc., New York.
- Ahn, H. and Myeong. H. L. (1999) "An Econometric Analysis of the Demand for Access to Mobile, Telephone Networks", Information Economics and Policy 11.
- Ahsiund, F. (2006) "Consumer Behavior Statistics of Mobile Telephone Services", Masters of Science Thesis in Computer Science, Royal Institute of Technology, School of Computer Science and Technology, Stockholm, Sweden.
- Alexander, B. (2004) "Going Nomadic: Mobile Learning in Higher Education", Educause Review, September - October 2004.
- Annual Administrative Report (2003-2004), Baroda District, Vadodara.
- Arnould, Price, Zinkhan (2002) "Consumers", McGraw Hill, New York.
- Asch, D. and Wolfe, B. (2001) "New Economy-New Competition: The Rise of the Consumer?", Palgrave
- Asian CERC Information Technology Ltd. (2003) "Insight - Telecom-Basic Telephony", Industry Research Report, In-depth Research from RAD, Research and Advisory Division, Bangalore.
- Assael, H. (1992) "Consumer Behavior and Marketing Action", PWS-Kent Publishing Company, Boston.
- Athreya, M. B. (1996) "India's Telecommunications Policy – A Paradigm Shift", Telecommunications Policy, Vol. 20, No. 1.
- Bagchi, P. (2000) "Telecommunications Reforms and the State in India: The Contradiction of Private Control and Government Competition" CASI, University of Pennsylvania, Philadelphia.

Bannock, G., et. al (1998) "Dictionary of Economics", The Economists Books, John Wiley and Sons, Inc., New York.

Batra, S. K. and Kazim, S. H. H. (2004) "Consumer Behavior-Text and Cases", Excel Books. New Delhi.

Beaton, J. and Wajcman, J. (2004) "The Impact of the Mobile Telephone in Australia", Academy of Social Sciences in Australia, The Australian Mobile Telecommunications Association Conference September 2004.

Bernhard. H. (2006) "VAS China Project: Mobile Value-Added Services in China" [www.dtu.dk](http://www.dtu.dk), 2007.

Bhargava, A. K. (2001) "Infrastructure Development in India Telecom Sector, Indian Journal of Public Administration, Vol XLVII, No. 3, July-September.

Bhatt, S. C and Bhargava, K. G (2005) "Land and People - of Indian States and Union Territories - Gujarat," Volume 8, Kalpaz Publication, Delhi.

Bhattachariya, G. (2002) "Hutchison Telecom-New Look, New Strategy Prior to its Southern Launch", Tele.Net, Vol 3, No. 7 - 9.

Bhattacharya, M. (2000) "Telecom Sector in India: Vision 2020", Background Paper Submitted to the Committee on India: Vision 2020, Planning Commission, New Delhi.

Biswas, K. (1983) "Telecommunication in settlement Development", Proceedings of Telecommunications for National Development, Indian Chamber of Commerce, India Exchange, Calcutta.

Blackwell, R. D. et, al. (1993) "Consumer Behavior", Vikas Publishing House, New Delhi.

Block, C. E. and Roering, K. J. (1976) "Essentials of Consumer Behavior", The Dryden Press, Hinsdale, Illinois.

BpOrbit (2004) "Debate on - Consolidation is the only Way Ahead for the Indian BPO Industry", Voice & Data Vol 11 Issue 3, New Delhi.

Casson, C., et. al. (2001) "One Size Fits None: Telecommunications Consumer Profiles Research", Communications Research Forum, Rydges Lakeside Hotel, Canberra, 26-07 September.

Cave, S. (2002) "Consumer Behavior in a week", Chartered Management Institute, Hodder and Stoughton, London.

Center for Monitoring Indian Economy Private Limited (2006) "Monthly Review of Economy", Regional Monitory Service, December 2006, Ahmedabad.

Center for Monitoring Indian Economy Private Limited (2006) "Monthly Review of Economy", Regional Monitory Service, April 2006, Ahmedabad.

Chadha, R. (1995) "The Emerging Consumers - A Changing Profile of the Urban Indian House-wife and its Implications", New Age International Publishers Ltd., Wiley Eastern Limited, New Delhi.

Chakraborty, P. (2005) "Awareness about Cell phones Amongst Youth - A Study", Masters thesis Communication Studies, Faculty of Journalism and Communication, M. S. University of Baroda, Vadodara.

Chakraborty, S. (2006) "Mobile Phone Usage Patterns Amongst University Students: A Comparative Study Between India and USA", School of Information and Library Science, Masters Paper, Chapel Hill, North Carolina.

Chowdary, T. H. (1988) "Telephones in Rural Areas – An Indian Experience", Telematics and Informatics, Vol. 5, No. 1.

Chowdary, T. H. (2001) "Comments on the Convergence Bill", Convergence: Issues and Opportunities in the Indian Telecom Sector, 2 – 3 November 2001, New Delhi.

Chunawalla, S. A. (2005) "Commentary on Consumer Behavior", Himalaya Publishing House, New Delhi.

Clark, J. M. et. al (1928) "Adam Smith, 1776-1926: Lectures to Commemorate the Sesquicentennial of the Publication of "The Wealth of Nation", University of Chicago Press, Chicago, Illinois.

Comverse (2001) "Booming SMS-More Than 200 Billion Messages this Year", Tele.Net, Vol. 2, No. 7 – 12.

Cyber Media Research (2006) "Overall Analysis: Fixed Silent, Mobile Vocal", Voice & Data, Vol. 13, Issue 1, July 2006, New Delhi.

Cyber Media Research (2006) "Top 10 Service Providers", Voice & Data, Vol. 13, Issue 1, July 2006, New Delhi.

Das, N. (2000) "Technology, Efficiency, and Sustainability of Competition in the Indian Telecommunications Sector, Information Economics, and Policy, 12.

Das, N. P. et. al, (2003) "Taluka level facility survey of rural Vadodara district to facilitate Implementation of proposed safe motherhood and child survival project", Volume I, Project Undertaken by Population Research Center, Department of Statistics, M. S. University, Vadodara.

Das, N. P. and Patel, B. N. (2004) "Health Survey Data 1993-1999", Population Research Centre, M.S.University of Baroda, Vadodara.

David L. Loudon and Albert J. Della Bitta (1993) "Consumer Behavior", McGraw Hill, New York.

Deno, D. T. (2001) "Demand for Additional Telephone Lines: An Empirical Note", Information Economics and Policy, 13.

Desai, A. V. (2006) "India's Telecommunications Industry - History, Analysis, Diagnosis", Sage Publication, New Delhi.

Deshpande, R. M. (1989) "Marketing Strategy: Its Formulation and Implication for Consumer and Industrial Durables", A Thesis for PhD in Commerce, M. L. Dahanukar Collage of Commerce, University of Mumbai, Mumbai.

Donner, J. (2005) "Research Approachs to Mobile Use in the Developing World: A Review of the Literature", International Conference on Mobile Communication and Asian Modernities, Hong Kong, 7 – 8 June.

Donner, J. (2005) "The Use of Mobile Phones by Micro entrepreneurs in Kigali, Rwanda: Changes to Social and Business Networks", International Communication Workshop on Wireless Communication and Development: A Global Perspective, Annenberg Research Network, University of Southern California, Los Angeles, C. A., 7 - 8 October 2005.

Doring, N et, al. (2004) "Mobile Communication Among German Youth", In K. Nyíri (Ed.), A Sense of Place. The Global and the Local in Mobile Communication, Wien: Passagen Verlag.

Dossani Rafiq (ed.) (2003) "Telecommunications Reforms in India", Viva Books Pvt. Ltd., New Delhi.

Dutta, S. and Sinha, A. (2001) "BSNL Learns to Cope-Focuses on Customer Care and Marketing Skills", October 2001.

EC DGXIII (1999) "Consumer Demand for Telecommunications Services and the Implementations of the Convergence of Fixed and Mobile Networks for the Regulatory Framework for A Liberalized EU Market", Discussion Document for Public Workshop, Squire, Sanders, and Dempsey L.L.P. and Analysis Ltd.

Eldridge, M. and Grinter, R. (2001) "Studying Text Messaging in Teenagers", Position Paper for CHI 2001 Workshop #1, Mobile Communications: Understanding Users, Adoption and Design. Estudios de Juventud, Junio, No. 57.

Feldmann, V. (2003) "Mobile Overtakes Fixed: Implications for Policy and Regulation", Research Project, ITU, Switzerland.

Fortunati, L. and Mananelli, A. M. (2002) "Young People and the Mobile Telephone", *Revista de Estudios de Juventud*, Junio, No. 57.

Frank, R. (2000) "Micro Economics and Behavior", Irwin McGraw Hill, New York.

Fraunhol, B. and Unnithan, C. R. (2003) "SMS Growth and Diffusion – A Preliminary Investigation of Three Economies", School Working Papers-Series 2003, Faculty of Business and Law, School of Information Systems, Deakin University.

Galbi, D. A. (2001) "Regulating Prices for Shifting Between Service Providers", *Information Economics and Policy*, 13.

Gebreab, F. A. (2002) "Getting Connected - Competition and Diffusion", World Bank, Washington D. C.

Ghatak, A. (1985) "Consumer Behavior in India", D. K. Agencies Pvt. Ltd., New Delhi.

Gruber, H. (2005) "The Economics of Mobile Telecommunications", Cambridge University Press, New York.

Gujarati, D. (2005) "Basic Econometrics", Tata McGraw-Hill Publishing Company Limited, New Delhi.

Gupta, D. B. (1973) "Consumption Patterns in India-A Study of Inter-Regional Variations", Tata McGraw Hill Publishing Company Limited, Bombay.

Gupta, N. (2000) "The Business of Telecommunication", Tata McGraw-Hill Publishing Company Limited, New Delhi.

Gupta, R. (2002) "Telecommunications Liberalization - Critical Role of Legal and Regulatory Regime", *Economic and Political Weekly*, April 27, 2002.

Gupta, S. P. (2004) "Statistical Methods", Sultan Chand and Sons, New Delhi.

Haddon, L (2002) "Youth and Mobiles: The British Case and Further Questions", *Revista de Estudios de Juventud*, Junio, No. 57.

Haddon, L. (1998) "The Experience of the Mobile Phone", XIV World Congress of Sociology, "Social Knowledge: Heritage, challenges, prospects", Montreal, July 26 – August 1, 1998.

Hamilton (2003) "Are Main Lines and Mobile Phones Substitutes or Complements? Evidence from Africa", *Telecommunications Policy*, 227.

Hanspal, S. (2001) "Advertising and Marketing Strategies-A Lifestyle Approach", New Century Publications, New Delhi.

Hasouneh, A. B. (2003) "Consumer Behavior", Sublime publications, Jaipur.

Hawkins, Best, and Coney (2003) "Consumer Behavior-Building Marketing Strategy", Tata McGraw Hill, New York.

Hoflich, J. R. and Rossler, P. (2002) "More Than Just A Telephone-The Mobile Phone and Use of the Short Message Service (SMS) by German Adolescents: Results of A Pilot Study", *Revista de Estudios de Juventud*, Junio, No. 57.

Hossain, M. and Kathuria, R. (2003) "Telecommunications Reforms and the Emerging New Economy: The Case of India", DSA Conference, University of Strathclyde, Glasgow, U. K.

Humphreys, L. (2003) "Can You Hear Me Now? A Field Study of Mobile Phone Usage in Public Space", Annerberg School for Communication, University of Pennsylvania, Philadelphia.

Igarashi, T. (2004) "Response Style of Mobile Phone Text Messages: Effects of Gender and Message Contents," Poster Presented at the 28<sup>th</sup> International Congress of Psychology, Beijing, China.

Indian Infrastructure Report (2001) "Issues in Regulation and Market Structure", Oxford, New Delhi.

Indian Infrastructure Report (2003) "Public Expenditure Allocation and Accountability", 3i Network, Oxford.

Isaac, H et. al. (2003) "Cell Phone Use In Social Settings: Preliminary Results from A Study In The United States and France", University of Paris Dauphine, CREPA, 75775, Paris Cedex 16, France.

Ito Mizuko (2005) "Mobile Phones, Japanese Youth, and the Re-Placement of Social Contact", in Rich Ling and Per Perdem (Eds.) Mobile Communications: Re-Negotiation of the Social Sphere, New York, Springer - Verlag.

Jain, R. (2002) "Cellular Licensing in India", Paper presented in the International Telecommunication Society Conference held at Madrid, Spain, September 10-14, 2002.

Jain, R. (2002) "Review of Policy Changes in the Indian Telecom Policy", India Infrastructure Report: Governance Issues for Commercialization, 3i Network, Oxford University Press, New Delhi.

Jain, R. and Sanghi, D. (2002) "Untangling Wireless in Local Loops", Indian Infrastructure Report: Governance Issues for Commercialization, 3i Network, Oxford University Press, New Delhi.

Jain, R., et. al. (2001) "Public Expenditure Accountability in the Telecom Sector", Working Paper No. 2001-02-04, Indian Institute of Management, Ahmedabad.

Kardes, F. S. (2002) "Consumer Behavior and Managerial Decision making", Prentice Hall of India Pvt Ltd., New Delhi.



Kathuria R (2004) "Trade in Telecommunication Services: Opportunities and Constraints", working Paper no. 149, ICRIER, New Delhi.

Katona, G. (1960) "The Powerful Consumer-Psychological Studies of the American Society", Survey Research Center, The University of Michigan, McGraw Hill Book Company, New York.

Keen PGW and Mackintosh, R. (2001) "The Freedom Economy: Gaining the m-Commerce Edge in the Era of the Wireless Internet", Osborne/McGraw Hill, California.

Khan, A. (2005) "Promotional Strategies of Mobile Phone Service Providers in India, ICMR Case Collection, ICFAI Centre for Management Research, Hyderabad.

Kim, M. K. et, al. (2004) "The Effects of Customer Satisfaction and Switching Barrier on Customer Loyalty in Korean Mobile Telecommunication Services", Telecommunications Policy, 28.

Komandur, S. R. (2004) "The Growth of Telecommunications - Dynamic Changes in India and Opportunities", International Telecommunications Society, 15<sup>th</sup> Biennial Conference, Berlin, Germany.

Kotler, P. (1997) "Marketing Management - Analysis, Planning, Implementation and Control", Prentice Hall of India Private Limited, New Delhi.

Leung, L. (1998) "Lifestyles and the Use of New Media Technology in Urban China, Telecommunications Policy, Vol. 22, No. 9.

Lindquist, J. D. and Sirgy, M. J. (2003) "Shopper, Buyer, and Consumer Behavior Theory, Marketing Applications, and Public Implications", Biztantra.

Ling R. (2000) "Norwegian Teens, Mobile Telephony and SMS Use in School", Sociology of the Mobile Phone, Sociology Institute of Zurich University of Zurich, Switzerland.

Ling, R. (2001) "Adolescent Girls and Young Adult Men: Two Sub-Cultures of the Mobile Telephone", Sociology of the Mobile Phone, Sociology Institute of Zurich University of Zurich, Switzerland.

Loudon, D. L. and Bitta, A. J. D. (1993) "Consumer Behavior", McGraw Hill, London.

Madden, G.et. al. (2003) "Australian Household Usage Pattern of Telecommunication Services", Communication Economics and Electronic Markets Research Centre, Curtin University of Technology, Perth, Western Australia.

Maish, Don (2001) "Mobile Phone use: It's Time to Take Precautions", Journal of Australasian Collage of Nutritional and Environment Medicine, Vol. 20, No. 1, April 2001.

Malhotra, C. (2001) "A Chronological Perspective of Telecommunications Infrastructure Development in India", Indian Journal of Public Administration, Vol XLVII, No. 3, July -September.

Mante, E. A. and Piris, D. (2002) "SMS use by Young People in the Netherlands", Revista de Estudios de Juventud, Junio, No. 57.

MARCO (2004) "A Report on Study of Mobile Phone Usage Among the Teenagers and Youth in Mumbai", Market Analysis and Consumer Research Organization, Mumbai.

Mehta, N. (2001) "New Look Bharti", Tele.net, Vol 2, No. 1 - 6.

Michael R. W. and Glenn A. W. (2004) "Usage Substitution Between Mobile Telephone and Fixed Line in the U. S.", Working Paper No. 04-013, Department of Economics, University of Texas, Arlington.

Ministry of Commerce and industry (2000) "Telecommunication", Investment Promotion and Infrastructure Development Cell, Department of Industrial Policy and Promotion, , GOI, New Delhi.

Ministry of Communications (1999) "Indian Telecommunication Statistics 1999", GOI, New Delhi.

Ministry of Finance (2004-2005), "Economic Survey – 2004-2005" GOI, New Delhi.

Ministry of Health and Family Welfare (2004) "Census of Gujarat 2001," Directorate of Economics and Statistics of Gujarat State Government, GOI, New Delhi.

Mohanty S. K. (2006) "Population as Marker of Consumer Goods: Understanding the Potential Market of Selected Consumer Durables in India", Annual Conference of Population Association of America, March - April 2006.

My Mobile (2005) "Tariffs - Check out the Updated Tariff Guide", My Mobile Infomedia Pvt. Ltd., Vol. 1, Issue V, June 15-July 15, 2005, New Delhi.

My Mobile (2006) "Tariffs - Choose a Tariff Plan That Suits You Best", My Mobile Infomedia Pvt. Ltd., Vol. 1, Issue V, December 15- January 15, 2005, New Delhi.

My Mobile (2006) "Tariffs - Pick the Best Tariff Plan That Does Not Burn A Hole in Your Pocket", My Mobile Infomedia Pvt. Ltd., Vol. 1, Issue V, June 15-July 15, 2006, New Delhi.

My Mobile (2007) "Tariffs - What's Your Plan?", My Mobile Infomedia Pvt. Ltd., Vol. 1, Issue V, December 15- January 15, 2007, New Delhi.

Nair, S. R. (2001) "Consumer Behavior - Text and Cases", Himalaya Publishing House, New Delhi.

Nair, S. R. (2004) "Consumer Behavior in Indian Perspective", Himalaya Publishing House, New Delhi.

Nigam, A, Nigam, A. (2001) "Pull Policy for Growth of Telecommunications in Rural Areas - A Case Study of Indian Telecom", Telecom Policy Research Conference, Belgium, China

Nigam, V. (2002), Cellular Services in India”, ICRA Industry Comment, ICRA Limited, New Delhi.

Noble, D. (1962) “The History of Land Mobile Communications”, Proceedings of the IER, Vehicular Communications.

Nurvitadhi, E. (2003) “Trends in Mobile Computing: A Study of Mobile Phone Usage in the United States and Japan”, Thesis for Bachelor of Arts in International Study, Electrical Engineering and Computer Science Department, Oregon State University, Corvallis.

Nysveen, H. et. al (2003) “Using Mobile Phone Services to Strengthen Brand Relationships: The Effects of SMS and MMS Channel Additions on Brand Knowledge, Satisfaction, Loyalty and Main Channel Use”, SNF-Project No. 6500 “Mobile and Channel Integrating Electronic Commerce”, Bergen, July, 2003.

O’ Hara, K. et. al. (2001) “Exploring the Relationship Between Mobile Phone and Document Use During Business Travel”, Springer Computer Supported Cooperated Work Series, Brunel University, West London.

Ogertschnig, M. and Van der Heijden, H. (2004) “A Short-form Measure of Attitude Towards Using A Mobile Information System”, 17<sup>th</sup> Bled e-Commerce Conference, e-Global, Bled, Slovenia, June 21-23, 2004.

Oxford (2006) “Paper Back Dictionary Thesaurus and Word Power Guide”, Oxford University Press, New Delhi.

Pakola, J., et. al (2003) “An Investigation of Consumer Behavior in Mobile Phone Markets in Finland”, Proceedings of the 32nd EMCA Conference, Track: New technologies and E-Marketing, Glasgow, U. K., May 20-23.

Palkar, A. (2004) “Determinants of Consumer Satisfaction for Cellular Service Providers”, Udyog Pragati, Vol. 28, No. 1.

Papaccioli, E. R. (2003) "Tailoring Mobile Phones to Fit the Italian Lifestyle", *Perspective in Business and Economics*, Vol. 21.

Parameshwaran, M. G. (2003) "Understanding Consumers-Building Powerful Brands Using Consumer Research", Tata McGraw Hill Publishing Company Limited, New Delhi.

Parissa, H. and Maria, M. (2005) "Consumer Attitude toward Advertising via Mobile Devices - An Empirical Investigation among Austrian Users" *ECIS*.

Patel, V. C. (1973) "Consumption Pattern in Rural Gujara-A Study of Four Villages in Anand Taluka", *Agro-Economic Research Center*, Sardar Patel University, Vallabh Vidhya Nagar.

Pathak, H. (2005) "In the Supreme Court of India, Civil Original Jurisdiction", (Public Interest Litigation Petition), Writ Petition (Civil) of 2005, New Delhi.

Peter, J. P. and Olson, J. C. (1999) "Consumer Behavior and Marketing Strategies", Irwin McGraw Hills, New York.

Pindyck, R. S. and Rubinfeld, D. L. (2005) "Micro Economics", Prentice Hall, New York.

Potts Geoff (2004) "Collage Students and Cell Phone Use: Gender Variation", *Sociology of the Mobile Phone*, *Soziallogisches Indtitut der Universitat*, Zurich, Switzerland.

Prashant, P. et. al. (2004) "Fixed is Old, Mobile is Crown Price", *Voice & Data*, Vol. 11, Issue 1.

Proitz Lin (2004) "The Mobile Gender. A Study of Young Norwegian People's Gender Performance in Text Messages", *Mobile Communication and Social Change*, International conference, Seoul, Korea, October 18-19.

Puri, S. (2002), "Idea Cellular-Attempts to Create an all India Presence Through a New Corporate Identity", Tele.Net, Vol 3, No. 7 - 9.

Ramachandran, T. V. (2004) "Demand for the World's Second Largest Market-Prospects and Challenges", September 28, 2004@ Singapore, COAI, New Delhi.

Ramachandran, T. V. (2005) "The Indian Cellular Industry - An Overview", September 20, 2005 @ India Mobile Day 2005, COAI, New Delhi.

Rao, M (2001) "Asian Mobile Operators Cash in on SMS Success, Internet Convergence", Mobile Messaging Services Summit, December 10, Singapore.

Rastogi A. B. (2003) "The Infrastructure Sector in India 2001-02", India Infrastructure Report 2003, Oxford, New Delhi.

Rautiainen, P. (2001) "The Role of Mobile Communication in the Social Networks of Finnish Teenagers", Machines that Becomes Us, An International Conference School of Communication and Library Studies, Department of Communication, Rutgers University, New Brunswick, New Jersey, USA

Ray, S. (2006) "Mobile Value Added Services in India", a Report by Internet and Mobile Association of India and e-Technology Group, Mumbai.

Ristola, A. and Kesti, M. (2005) "The Effect on Familiar Mobile Device and Usage Time on Creating Perceptions Towards Mobile Services", International Conference on Mobile Business (ICMB 2005), IEEE Computer Society, Washington, DC, USA, Vol 00.

Rodini, M. et. al. (2002) "Going Mobile: Substitutability Between Fixed and Mobile Access", Competition in Wireless: Spectrum Service and Technology Wars, Public Utility Research Center, University of Florida, Gainesville.

Samuelson, P. A. and Nordhaus, W. D. (1995) "Economics", McGraw Hill, New York.

- Sarkar, S. K. and Bhatiani, G. (2004) "Introducing Competition in Infrastructure Sectors – Progress in South Asia", SAFIR Core Training Program, Sri Lanka, 4 – 5 December.
- Schiffman, L. G. and Kanuk, L. L. (2004) "Consumer Behavior", Prentice Hall of India Pvt. Ltd., New Delhi.
- Scott N., et. al. (2004) "The Use of Telephones Amongst the Poor in Africa: Some Gender Applications", Gender, Technology and Development 8 (2).
- Scott, D. (2004) "Customer Satisfaction", Viva Books Private Limited, New Delhi.
- Singh A. (2005) "Telecom: The New FMCG", Voice & Data Vol 11 Issue 8, New Delhi.
- Singh D, (2004) "Primer on Indian Telecommunications Sector", Asian Institute of Transport Development, New Delhi.
- Singh, R. (1989) "Marketing and Consumer Behavior", Deep and Deep Publications, New Delhi.
- Singhal, A, Rogers, E. M. (2001) "India's Communication Revolution - From Bullock Carts to Cyber Marts", Sage Publications Pvt. Ltd., New Delhi
- Sinha, S. (2001) "Regulation of Tariffs and Interconnection: Case Studies", India Oxford Report-Issues in Regulation and Market Structure", Oxford, New Delhi.
- Srinivasan, R. (2005) "The New Indian Industry Structure and Key Players", Mac Millan, New Delhi.
- Srivastava, L, Sinha, S. (2001) "TP Case Study" Fixed-Mobile Interconnection in India", Telecommunication Policy 25, Pergamon.
- Sumathi, S. and Saravanavel, P. (2003) "Marketing Research and Consumer Behavior", Vikas Publishing House Pvt. Ltd, New Delhi

Sung, N. and Lee, Y. N. (2002) "Substitution Between Mobile and Fixed Telephones", Review of Industrial Organization, 20.

Sunil, N. (2002) "Battle of the Cell on", The Hindu, November 14, 2002.

Surie, R. and Datta, N. (2005) "Big Stakes Game-Strategic Moves by the Top Seven Players during 2004", January 2005.

Swaminathan, C. S. (1983) "Role of Telecommunication in Rural Economy", Telecommunication for National Development, Indian Chamber of Commerce, Calcutta.

Sweeney, J. C. and Chew, M. (2002) "Understanding Consumer – Service Brand Relationships: A Case Study Approach", Australasian Marketing Journal, 10 (2).

Taher, N. (2005) "Indian Telecom Industry - Trends and Cases", The ICFAI University Press, Hyderabad.

Taylor, S. A and Harper, R (2002) "Talking 'Activity': Young People and Mobile Phones", Presented at CHI 2001 Workshop: Mobile Communications: Understanding Users, Adoption & Design, 1-2 April, Faculty of Social Sciences, University of Ljubljana, Slovenia.

Telecom Regulatory Authority of India (1999) "MTNL's Tariff Proposal for Cellular Mobile Services Using CDMA Technology and Related Issues", Consultation Paper No. 99/5, New Delhi.

Telecom Regulatory Authority of India (2003) "Unified Licensing for Basic and Cellular Services", Consultation Paper No. 3/2003, New Delhi.

Telecom Regulatory Authority of India (2005) "Study Paper on Indicators for Telecom Growth", Study Paper No. 2/2005, New Delhi.



Telecom Regulatory Authority of India (2006) "Admissibility of Revenue Share between Visiting Network and Terminating Network for Roaming Calls", Consultation Paper No. 12/ 2006, New Delhi.

Telecom Regulatory Authority of India (2006) "Financial Performance of Telecom Industry of China and India", Study Paper No. 1/2006, 27 June 2006, New Delhi.

Telecom Regulatory Authority of India (2006) "Interconnection Usage Charges (IUC) and Short Message Service (SMS)", Consultation Paper No. 10/2006, New Delhi.

Telecom Regulatory Authority of India (2007) "The Indian Telecom Services Performance Indicators July-September 2006", New Delhi

Turel, O. and Serenko, A. (2004) "User Satisfaction With Mobile Services in Canada", Proceedings of the Third International Conference on Mobile Business, DeGroote School of Business, McMaster University, Ontario, Canada.

Vagliasindi, M. et. al. (2006) "Fixed and Mobile Competition in Transition Economies", Telecommunications Policy, 30.

Vehovar, V., et. al. (2004) "Mobile Phone Surveys: The Slovenian Case Study", Metodoloski Zvezki, Vol. 1.

Verghese, S. (2004) "Reliance Infocomm's Strategy and Impact on the Indian Mobile Telecommunication Scenario", Telecom Demand: Measures for Improving Affordability, Media and Communication Department, London School of Economics.

Vision RI (2005) "Study on Mobile Phone Users' Satisfaction", Series on focused social and market surveys, Connexion Services Private Limited, New Delhi.

Voice & Data (2006) "Chennai Calling", Vol. 13, Issue 3.

Voice & Data (2006) "CDMA and GSM, or Only GSM", Vol.13, Issue 2, August 2006.

Voice & Data (2006) "India in the 100mn Club", Vol.13, Issue 2, August 2006.

Voice & Data (2006) "The Showstopper", Vol. 13, Issue 1.

Voice & Data (2006) "Top 10 Service Providers", Vol. 13, Issue 1.

Wagstaff, J (2002) "SMS: Keep it Plain and Pithy", Far Eastern Economy Review, September 19, 2002.

Walkie, W. L. (1989) "Consumer Behavior", John Wiley and Sons, New York.

Ward, M.R. and Woroch, G.A. (2004) "Usage Substitution Between Mobile Telephone and Fixed Line in the U.S.", Department of Economics, University of Texas at Arlington, Arlington.

Wasson, C. R. (1968) "Competition and Human Behavior", Appleton-Century-Crofts, Educational Division, Meredith Corporation, New York.

Whattananarong (2004) "An Experiment in the Use of Mobile Phones for Testing at King Mongkut's Institute of Technology North Bangkok, Thailand", Paper Presented at the International Conference on Marketing Education Reform, Happen: Learning From Asian Experience and Comparative Perspectives, Bangkok, Thailand.

Wireless Advertising Association (2001) "User Perception to SMS Advertising and SMS Services", Industry Overview and MyAlet's Findings Through A Consumer Survey.

Yeonbae, K., et. al (2005) "Effects of Consumer Preferences on the Convergence of Mobile Telecommunications Devices", Applied Economics 37.

Yoshiaki Hashimoto (2002) "The Spread of Cellular Phones and their Influence on Young People in Japan", The Institute of Socio - Information and Communication Studies, University of Tokyo, Japan.

Yusuf, F. and Naseri, M. B. (2003) "Characteristics and Expenditure Pattern of Australian Households Using Mobile Phones", Paper submitted to the proceedings of The Australian and New Zealand Marketing Academy Conference, Adelaide.

Zita, K. and Kapur, A. (2004) "India Telecom Brief", USTDA South Asia Communications Infrastructure Conference, April 21 – 23, New Delhi.

[www.adexindia.com](http://www.adexindia.com), 2006

[www.airtelworld.com](http://www.airtelworld.com), 2006

[www.bsnl.co.in](http://www.bsnl.co.in), 2006

[www.censusindia.net](http://www.censusindia.net), 2007

[www.coai.gov.in](http://www.coai.gov.in), 2007

[www.convergenceindia.com](http://www.convergenceindia.com), 2006

[www.csrc.ise.ac.uk](http://www.csrc.ise.ac.uk), 2006

[www.dtu.dk](http://www.dtu.dk), 2007.

[www.educause.edu](http://www.educause.edu), 2007

[www.emeraldinsight.com](http://www.emeraldinsight.com), 2006

[www.exchange4media.com](http://www.exchange4media.com), 2006

[www.Expresscomputer.com](http://www.Expresscomputer.com), 2006

[www.gujaratstate.com](http://www.gujaratstate.com), 2007

[www.hutch.co.in](http://www.hutch.co.in), 2006

[www.ideacellular.com](http://www.ideacellular.com), 2006

[www.indiabudget.nic.in](http://www.indiabudget.nic.in), 2007.

[www.indiastat.com](http://www.indiastat.com), 2007

[www.infraline.com](http://www.infraline.com), 2007

[www.investopedia.com](http://www.investopedia.com), 2007

[www.itu.nit](http://www.itu.nit), 2007

[www.mobile-phones-uk.org.uk](http://www.mobile-phones-uk.org.uk), 2007

[www.mobilestreams.com](http://www.mobilestreams.com), 2007

[www.myalert.com](http://www.myalert.com), 2006

[www.ofcom.org.uk](http://www.ofcom.org.uk), 2005

[www.oftel.gov.uk](http://www.oftel.gov.uk), 2006

[www.relianceinfo.com](http://www.relianceinfo.com), 2006

[www.socialstudiesforkids.com](http://www.socialstudiesforkids.com), 2007

[www.socio.ch.com](http://www.socio.ch.com), 2007

[www.tataindicom.com](http://www.tataindicom.com), 2006

[www.trai.gov.in](http://www.trai.gov.in), 2006

[www.wikipedia.com](http://www.wikipedia.com), 2007