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A Study on Impact of Jio on the Telecom Industry in India

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ABSTRACT

In the present scenario, the competition among businesses operative inside the telecommunication business of India has become terribly intense, and currently it's become terribly difficult for firms to sustain within the marketplace. Currently, India has been recognised as the second largest and additionally the foremost potential communication sector within the world. it's usually expressed that a considerable range of the subscriber base of 1.19 Billion is that the crucial issue that has contributed to such rising and development of the Indian Telecommunication business. the present study depends on Reliance Jio Infocomm restricted which is popularly stated as Reliance Jio whose entry has resulted in making a change of the complete telecommunication business of the country. Reliance Jio is to boot thought-about because the game changer within the whole market, and its entry has adversely affected the sales, profits, market share and client base of the present market players like Airtel, Idea, Vodafone and BSNL. The services offered by Reliance Jio are innovative, highly satisfactory and at a similar time, the complete has used a low value strategy. The results of this can be that Reliance Jio has been ready to penetrate the Indian telecommunication business inside a brief span of your time. This paper aims to analyse the impact of jio on telecommunication business in India . the kind of research used is empirical research and a convenient sampling methodology is employed as a sampling methodology. The sample size is 203. From the analysis of the study it may be concluded that declining sales, market share, client base and profits are the problems that brands like Airtel, Vodafone, plan and BSNL started witnessing once the entry of Jio within the telecommunication business.

Keywords: *Telecommunication, Market share, client base, Operation, Adverse result, Abuse of dominance, Competition & profitability.*

I. INTRODUCTION

It's a bit over 3 years since Reliance Jio Infocomm Ltd launched services and altered the face of the business with massive amounts of knowledge and voice usage limits. the amount has been marked by an enormous spike in knowledge usage and voice traffic and a pointy decline

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in shopper spends on telecommunication. The number of knowledge subscribers doubled and their share among the whole subscriber base raised to fifty seven, from thirty second in June 2016, shows the info collected from telecommunication administrative unit of India's quarterly performance indicator reports. The share of shoppers victimization 3G and 4G services rose to fifty two of the overall subscriber base, up from 14 july three years past. Indian telecommunication sector nowadays is one of the quickest growing telecommunication sectors of the globe and as per the business estimates out of the whole India's GDP telecommunication sector's contribution was at six.5% and conjointly providing employment to four million folks in 2015. within the early 1990's Indian government proclaimed market liberalisation. In result the post-liberalization Indian telecommunication sector has been formed through four policies (i). National telecommunication policy, 1994, (ii). New telecommunication policy, 1999, (iii). Broadband policy, 2004 and (iv). National telecommunication policy, 2012.

RIL declared its offering on might 16. curiously, the announcement came but a period once the Securities and Exchange Board of India (SEBI) and also the Union Ministry of company Affairs (MCA) proclaimed crucial relaxations within the regulative needs for firms aiming to conduct such a offering of shares. SEBI, the regulator of the country's monetary markets, proclaimed on may 6 that it had relaxed bound compliance needs for rights problems. Specifically, it same that the announcement and advert of a offering might be conducted entirely through the suggests that of electronic media — on-line and on tv — which no physical notice by suggests that of registered mail, Speed Post or a traveler service was needed.

The factors poignant the study is that the client switch to Jio part or fully depends on varied factors {and the|and therefore the|and conjointly the} results of regression also supports that result of offers influences switch. bound weaknesses of Reliance Jio ar rating controversies – Reliance Jio was criticised for lowering its rates on the far side what was acceptable to enter the market and this sparked charges against them like collusion and concealing. Too several freebies – Reliance Jio presently provides several services freed from charge which was one amongst the explanations for raised market share. However, the corporate may not be ready to afford all of them within the end of the day that may have a negative result on the world.

“In the 5G era, telcos can earn 70th of their internet revenue from enterprises. Right now, solely half-hour of their revenue comes from enterprises, whereas the remainder comes from consumers”, remarks Sanjay Kaul, Head of Asia Pacific and Japan, Service supplier Business, Cisco. 5G is being envisaged as a serious revenue generating supply and cure to the money starved sector. With 5G already extended in patches, major international deployments are expected to begin in 2020. As per initial estimates, India was expected to follow the suit with

rollout targets from 2020. 5G spectrum auctions are command doubly with none bidders primarily because of higher base value and inadequate spectrum bands had been offered. Jio can take a lead on that by launching 5G within the last half of 2021 victimization in-house instrumentality. Airtel and Vi will follow the suit.

By operator, Airtel was the clear winner in Tutela's testing, ranking high for glorious consistent quality in six of the ten cities tested – Hyderabad, Mumbai, New Delhi, Ahmedabad, Surat, and Pune. Jio came high in Kolkata and Jaipur, whereas Vodafone was best in Bengaluru and plan in Chennai. whereas Vodafone and Idea's networks have continuing to control severally since the mop up of a merger last year, these results give alittle indication on however complementary the 2 brands might influence be to every alternative. it's vital to notice that glorious consistent quality is representative of additional stern use cases like streaming HD video or creating reliable cluster video calls.

(A) Objectives

- To know the overview of the present situation of the Indian Telecom Industry,
- To understand the strategies used by Jio at the time of entrance and
- To explore the impact of Jio on the other service providers in the telecom industry in India.

(B) Review of literature

(Arnold et al. 2016) at the moment, the purchasers within the business are trying forward to service suppliers which might supply high-speed net and effective property at costs that are satisfactory and convenient. However, it will be argued that aside from client demand, the liberal and reformist policies and rules of Indian government is additionally a essential issue that has supported the telecommunication trade to hold out the graceful flow of all operations and activities within the long-term. The companies within the trade have gotten adequate support, help from the govt and this has additional provided them with a chance to realize India volume of sales and gain. (Subramanian 2017) India has been recognised because the second largest and therefore the most potential communication sector within the world.

(Margaret Amutha and Rajini 2015) presently, the Indian telecommunication trade is additionally conducive to economic development of the country by making adequate and compelling opportunities for employment. It will be declared that within the next 5 years, the trade is anticipated to make quite four million indirect and direct jobs at intervals the state .

As per the read of (Purkayastha, Kumar, and metallic element 2017) with the bottom of one.19

billion subscribers, the Indian telecommunication trade is that the second largest telecommunication sector within the entire world. what is more, the trade has emerged jointly of the foremost potential and speedily growing sectors at intervals the country. On the opposite facet of this, (Panda and Shastri 2016) has argued that India is additionally thought of because the fourth largest application economy within the entire world. It will be explicit that there square measure 2 vital reasons attributable to that the telecommunication trade of India is growing speedily. the primary and foremost issue or reason is joined with increasing demand of the shoppers within the country. the purchasers within the Indian market are currently trying forward to a telecommunication service supplier UN agency can give services like quick net property and economical mobile network at costs that are reasonable and convenient.

However, Panigrahi (2017) has critically argued that it's attributable to the increasing competition that has forced the present market players to supply prime quality of services at low costs to sustain within the marketplace. aside from this, the policies and rules of Indian government have conjointly compete a essential role in enhancing the expansion rate of the Indian telecommunication trade or sector. it's been known that the policies have resulted in winding up reform within the entire trade because the businesses were inspired to enhance their services within the best and each potential manner (Amarawat et al. 2017). The Indian government has been terribly substantive primarily to the telecommunication sector, and this has additionally resulted in winding up the graceful flow of all operations and activities within the sector.

According to (Arya and Tandon 2018) the Indian government has taken nearly each potential step to spice up up the performance and growth of the telecommunication trade. The statement will be even by the very fact that Indian government has developed effective ways with associate degree objective to confirm straightforward accessibility of telecom system.

In addition to the current, the plans of state {are also|also are|are} directed towards facilitating a proactive associate degree honest restrictive framework with an objective to confirm that customers within the trade are given the simplest quality of services at costs that are reasonable. As per the read of (K and Dhar 2016) the Indian government is supporting the telecommunication sector as a result of it's directly conducive to the expansion and development of the country's economy. The statement will be even by the very fact that the Indian telecommunication is anticipated to make quite four million opportunities for employment within the country.

In the year 2018, the govt of India is additionally trying forward to implementing a replacement

policy that is National telecommunication Policy. The principal and most significant objective behind the implementation of this policy is to bring differing kinds of technological advancements within the telecommunication trade. On the contrary of this, (Arun 2018) has critically argued that at the moment the Indian telecommunication sector is passing through the foremost difficult era. The author additionally explained that a lot of corporations have closed down their operations and at an equivalent time profits of the many brands have started shrinking. aside from this, cases like the 2G scam have conjointly resulted in touching the general operations of the Indian telecommunication trade. The entry of Reliance Jio within the year 2016 challenged the business model of existing corporations and players within the market. Jio introduced technology like LTE, and this resulted in making many problems and complications for different brands in operation within the market.

As per the read of (Mittal 2017) the business model of Reliance Jio conjointly includes a partnership with eight totally different world brands within the telecommunication trade that are MTS, Milicom, TeliaSonera, Orange, British telecommunication, Rogers, Tim and Deutsche telecommunication. The innovation within the business model of Jio is that it's introduced 4G and LTE technology that is entirely new within the Indian market.

(Mittal 2017; Gupta, Tyagi, and Upadhyay 2018) The distinction between the business model of different telecommunication corporations like plan, Vodafone, BSNL, Airtel and Reliance Jio is that the opposite corporations have voice customers, however Reliance Jio at the moment doesn't have voice customers. Therefore, Reliance Jio has nothing to lose by giving free voice calls to its customers, and this has additionally provided a competitive edge to Jio over different network suppliers within the trade .

(Saini & Khurana, 2018) The feature of Reliance Jio's business model includes affordability and prime quality of services that has inspired the purchasers of alternative brands to modify towards Reliance Jio . the corporate has applied huge investment within the development of infrastructure and once this investment; Reliance Jio is increasing its financial gain level through the typical revenue per user or the monthly bill that is being paid by the user.

(Ramachandran, Sebastian & Pillai, 2018) the corporate has been able to earn property and adequate profits by providing customers with a chance to create empiric calls and charge the satisfactory quantity against a similar.

As per the view of Jose, (2017) the entry of Reliance Jio is taken into account as a shockwave for the complete Indian telecommunication trade, and it became terribly sophisticated for the prevailing network suppliers within the country to sustain within the marketplace. The impact

of Jio's entry within the India market was thus compelling that it had forced the opposite corporations to stress on ways like merger and acquisition to modify the extreme competition provided by Reliance Jio. By the tip of Apr 2017, Jio has nonheritable over 109 million subscribers within the market, and this has additionally resulted in making complications for alternative players within the trade. It is declared whole like Airtel, Vodafone, plan and BSNL started troubled even in terms of making property profits within the country.

However, Gochhait & Tripathy, (2016) has critically argued that the ascent of Jio at intervals such a brief span of your time within the Indian market has return at the price of alternative brands or network suppliers within the country. In August 2017, the highest 3 market players within the telecommunication trade of India lost over five million users, and this was the impact of Jio's entry within the sector. It also can be expressed that declining gain and client base have emerged because the 2 most vital problems for brands like Airtel, Vodafone, plan and BSNL owing to Jio's entry within the Indian market. As per the read of (Singh 2017) declining sales, gain and market share is additionally a crucial impact that Airtel, Vodafone, Idea, BSNL and alternative players within the market had owing to the entry of Jio. with the exception of merchandise and services, the aggressive strategy of selling and advertising of Reliance Jio has conjointly contend a big role in moving the general functioning of the Indian telecommunication trade. in line with (Kumar et al. 2018), the entry of Reliance Jio within the trade has forced the opposite network operators to cut back their costs. It is declared that to sustain within the market, the companies weren't left with the other choices to cut back their worth. The strategy utilized by Reliance Jio is very capitalist economy, and this has additional resulted in concluding a substantial impact on the complete medium trade of the country.

As per the read of (Mir 2017) the competition at intervals the Indian telecommunication trade has continuously been terribly intense and it absolutely was never simple for {a new|a replacement|a whole new} brand to enter and dominate the market at intervals a brief span of your time. However, the on top of statement can not be thought-about as correct in context of brands like Reliance Jio. the corporate has started dominating the complete trade at intervals a amount of 1 year and also the performance of existing players within the trade has been affected greatly by a similar.

According to Panigrahi, (2017) for a whole like Reliance Jio entry and concluding dominance within the sector wasn't a simple task however the ways and action set up of the corporate were thus effective that they need directly contributed to the success of the whole. Reliance Jio has conjointly become well-liked for transfer within the abundant required digital tidal wave within the entire medium sector of the country. To dominate the market, Reliance Jio has utilized the

strategy of loss leadership and as per this strategy, the whole started providing free voice calls to its customers and such quite provide wasn't provided earlier by the opposite players within the Indian telecommunication trade. additionally to the present, the whole conjointly offered goose egg roaming and a various portfolio of applications that resulted in attracting a lot of and a lot of customers.

However, Curwen & Whalley (2018) has critically argued that Reliance Jio charged customers just for knowledge|the info|the information} consumed {and the|and therefore the|and conjointly the} data was also offered at costs that were super competitive. The impact of enforced loss leadership strategy is that it inspired customers of alternative mobile network suppliers to modify towards Reliance Jio.

(C) Research methodology

The research method followed here is empirical research. a complete of 203 samples are taken out of that is taken through convenient sampling. The independent variables are age, gender & instructional qualification. The variable quantity is that the impact of Jio on the telecommunication trade in India . The statistical tool employed by the researcher is bar charts.

(D) Analysis & Interpretation

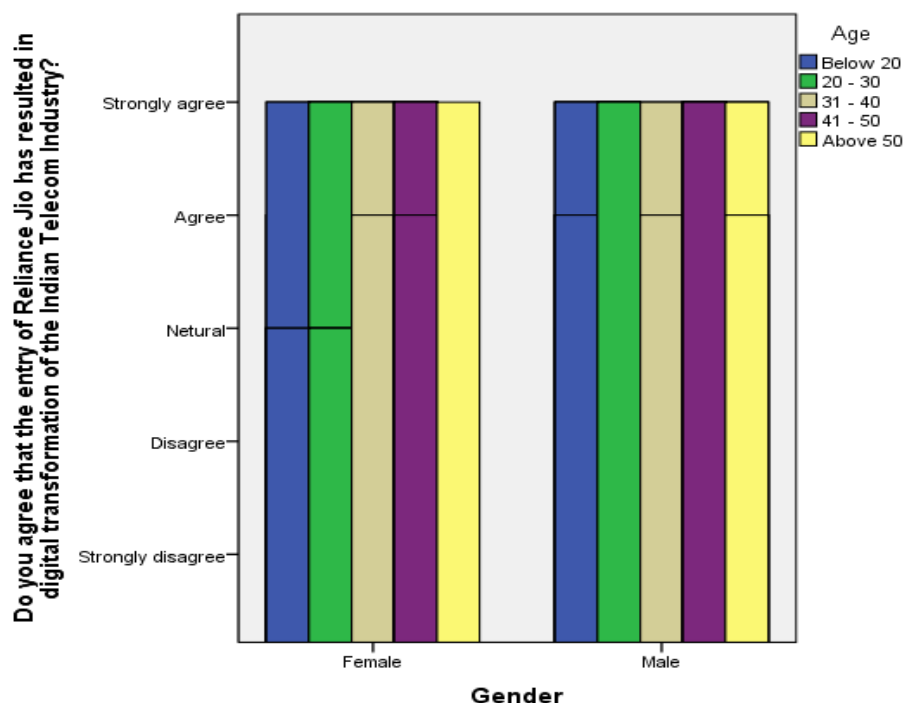


Fig 1

Legend: The fig.1 shows the gender distribution pertaining to different age categories and their level of agreeability that the entry of Reliance jio has resulted in digital transformation of the

Indian Telecom.

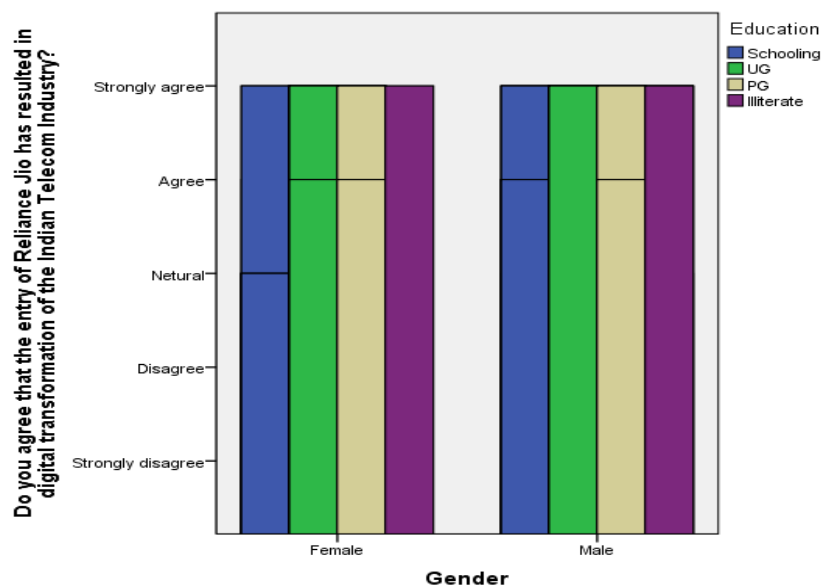


Fig. 2

Legend: The fig. 2 shows the gender distribution pertaining to different education categories and their level of agreeability that entry of Reliance jio has resulted in digital transformation of the Indian Telecom.

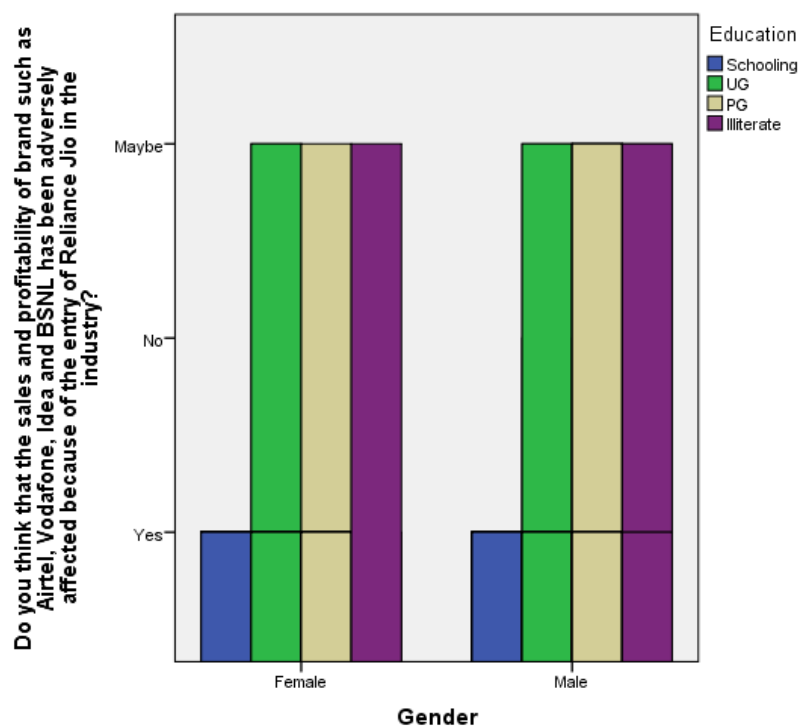


Fig. 3

Legend: The fig. 3 shows the gender distribution pertaining to different education categories and their opinion on whether the sale & profitability of brands such as Airtel, Vodafone, Idea

and BSNL has been adversely affected because of the entry of Reliance Jio in the industry.

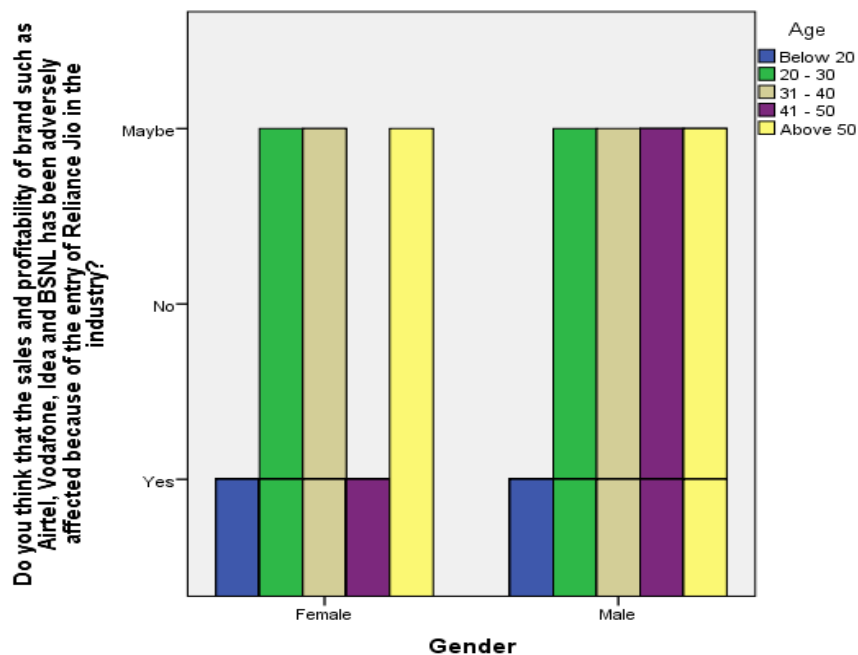


Fig. 4

Legend: The fig. 4 shows the gender distribution pertaining to different age categories and their opinion on whether the sale & profitability of brands such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry.

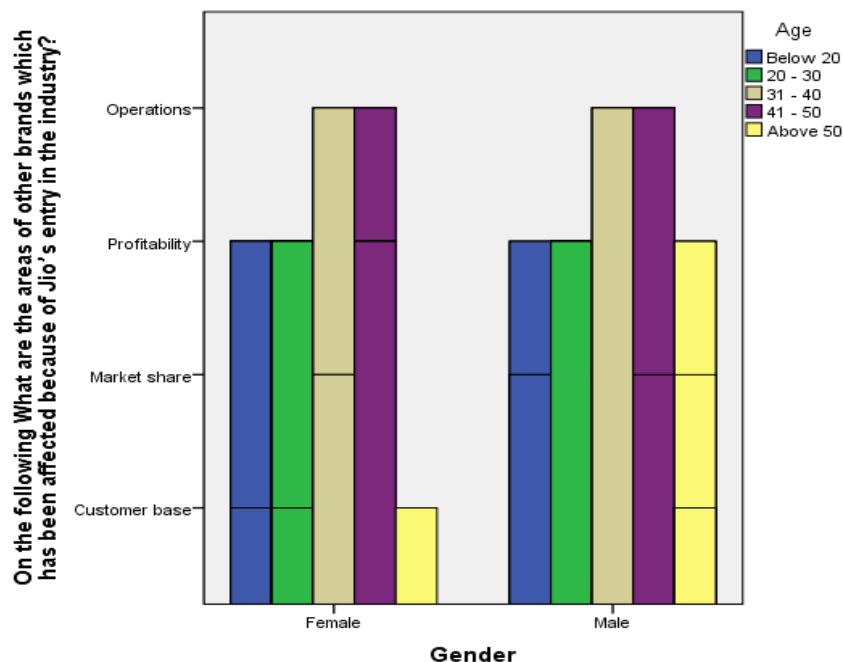


Fig. 5

Legend: The fig. 5 shows the gender distribution pertaining to different age categories and their opinion on which area of other brands has been affected because of jio's entry in the

industry.

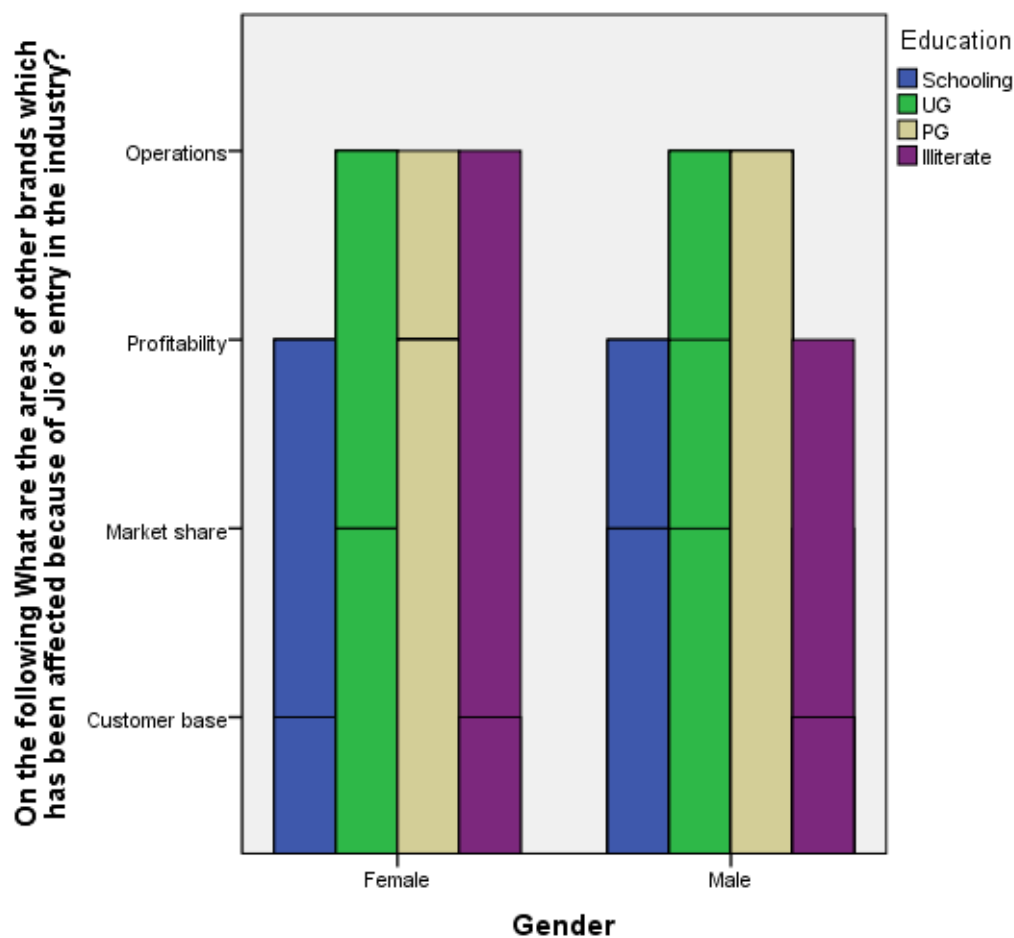


Fig. 6

Legend: The fig. 6 shows the gender distribution pertaining to different educational categories and their opinion on which area of other brands has been affected because of jio's entry in the industry.

II. RESULTS

The Fig. 1 shows the majority of the respondents belonging to both the genders have strongly agreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom.

The Fig. 2 shows the majority of the respondents belonging to different educational categories have strongly agreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom.

The fig.3 shows that majority of the respondents belonging to different educational categories think that the sale & profitability of brands such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry.

The fig.4 shows that majority of the respondents belonging to different age categories think that the sale & profitability of brands such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry.

The fig. 5 shows that the majority of the respondents belonging to different age groups think that areas of other brands which have been affected because of jio's entry in the industry are profitability and customer base.

The fig. 6 shows that the majority of the respondents belonging to different educational categories think that areas of other brands which have been affected because of jio's entry in the industry are profitability and customer base.

III. DISCUSSION

From fig. 1, it is clear that certain respondents belonging to the all age groups of female and male respondents have strongly agreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom. Few respondents belonging to 31 to 40 and 41 to 50 yrs of female category, below 20, 31 - 40 & above 50 yrs male category have agreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom. And only very few respondents below the age of 20, 20 - 30 yrs of female respondents have said neutral but there is no respondent that has disagreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom. Therefore, we can see that the majority of the respondents belonging to both genders have strongly agreed that the entry of Reliance jio has resulted in digital transformation of the Indian Telecom.

From fig. 2, it shows that respondents belonging to different education categories have strongly agreed that entry of Reliance jio has resulted in digital transformation of the Indian Telecom. Few respondents belonging to the Schooling & PG male category, PG & UG female category have agreed that that entry of Reliance jio has resulted in digital transformation of the Indian Telecom. And only very few respondents under the schooling category of female respondents have said neutral but there is no respondent that has disagreed that entry of Reliance jio has resulted in digital transformation of the Indian Telecom. Therefore, we can see that the majority of the respondents belonging to both genders have strongly agreed that entry of Reliance jio has resulted in digital transformation of the Indian Telecom.

From fig. 3, we can see that the majority of the respondents belonging to different educational categories of both the gender except illiterate female respondents have said that the sale & profitability of brands such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry. but there is no respondent that has said no.

From fig. 4 , we can see that the majority of the respondents belonging to different age categories of both the gender except illiterate female respondents have said that the sale & profitability of brands such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry. but there is no respondent that has said no.

From fig. 5 we can understand that majority of the respondents of both gender & age categories thinks that the profitability is the main area of other brands that has been affected because of jio's entry in the industry followed by market share, customer base & operation which have also been affected because of jio's entry respectively.

From fig. 6 it can understood that majority of the respondents of both gender & different educational categories thinks that the profitability is the main area of other brands that has been affected because of jio's entry in the industry followed by market share, customer base & operation which have also been affected because of jio's entry respectively. These respondents further explained that Jio has encouraged the customers of other brands to switch towards Jio and this has created complications for the market players in attaining desired profits, customer base and market share. The other companies in the industry have been forced to make changes in their operations and business activities to compete with Reliance Jio.

(A) Limitation

The major limitation of my study is sample frame and the restrictive area of sample size is also a major drawback. As well as the duration is a major factor limiting the study which made it difficult to cover various aspects under this concept.

IV. CONCLUSION

The entry of Jio in the market has emerged as the biggest threat for the companies operating in the industry and it has been inferred that within a short span, Jio has been successful in acquiring more than 109 million subscribers which is very impressive. From the primary and secondary data collected, it has been concluded that declining sales, market share, customer base and profits are the issues which brands such as Airtel, Vodafone, Idea and BSNL started witnessing after the entry of Jio in the telecom industry. In addition to this, the mentioned above brands also started facing challenges in context of attracting new customers and retaining the existing subscribers in the long-run. It can be inferred that the operations and overall business activities of these brands have also been affected because of Jio's entry in the market. It can also be concluded that the country's government is now looking forward to developing and implementing effective plans which will facilitate technological development in the telecom sector. The customers will be getting the ultimate benefit of digitalization of the country's

telecom industry. The statement can be justified by the fact that customers or subscribers will be able to obtain better network coverage, connectivity at prices which are going to be either low or competitive.

V. SUGGESTIONS

- Obtaining customer feedback on a continuous basis is also vital as with the help of this it will be possible to know whether the customers are satisfied with the range of services offered to them or not. Along with this, if the satisfaction level of the customer is low then in such case Reliance Jio can modify its services accordingly.
- More focus must be on building the advanced services as in the modernization it is necessary for the telecom brands to offer advanced services that can assist in providing convenience to the customers and in turn can lead to rise in the performance level of the brand also. Companies must identify on a continuous basis like what form of techniques they can adopt for delivering better services.
- Competitor analysis is necessary as through this the strategy of the competitors can be easily known what sort of different activities they are doing and through this the present performance of Reliance Jio can be easily known in the market. On a continuous basis competitor analysis can be conducted and in turn Reliance can know how its services are superior from those of other telecom companies operating in the Indian market.
- More marketing and promotion related activities are required to be adopted in the rural areas as the customers expect telecom services at a low cost. Through this it will be possible for Reliance Jio to attract the people living in the rural areas and in turn it can provide competitive edge to the business in the best possible manner.
- Main stress must be on network coverage as it is the major issue in the modern era where customers have to face issues due to poor network and installing towers in different areas more superior services can be offered to the customers in the market.

So above are some of the main recommendations that the company can adopt so as to maintain its long term performance in the market. By working on all these recommendations it will be possible to become a market leader and in turn the range of opportunities present in the business environment can be easily grabbed with the help of this. All these recommendations will assist in customer satisfaction, enhancing brand loyalty level and can provide long term benefits to the business in the best possible manner.

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