

BIBLIOGRAPHY

- Browning, Edgar K. and Zupan Mark A. (2002), *"Micro Economics: Theory & Applications"*, John Wiley & Sons, 7th Edition, p343-346.
- Burnham, John P. (2001). *"The Essential Guide to the Business of U.S. Mobile Wireless Communication"*, Prentice Hall.
- Chatterjee, Samprit, Hadi Ali S. and Price, Betram. (2000). *"Regression Analysis by Example"*, John Wiley & Sons, Inc., p319 – 331.
- Chen, Pei-Yu. (2001). *"Measuring Switching Costs and their Determinants in Internet – Enabled Business: A Study of the Online Brokery Industry"*. (available at <http://oz.stern.nyu.edu/seminar/0204.pdf>)
- Chen, Y. (1997). *"Paying customers to switch"*, Journal of Economics and Management Strategy, Vol 6 No.4, p877 – 897.
- Choong, Choon Ming, *"Development of Telecommunication Services in Malaysia"*, MBA.
- Fornell, C. (1992) *"A National Customer Satisfaction Barometer: The Swedish Experience"*, Journal of Marketing, Vol.56, p6 – 21.
- Fred C. Pampel. (2000). *"Logistic Regression: A Primer"*, Sage Publication.
- Fudenberg, Drew and Tirole Jean. (1999). *"Customer Poaching and Brand Switching"*, Harvard Institute of Economic Research, Working Papers No.1871.
- Galbi, Douglas A. (2001). *"Regulating Price for Shifting between Service Providers"* Information Economics and Policy, Vol.13, p181 –198.
- Gans, Joshua S. (2000). *"Network Competition and Consumer Churn"*, Information Economics and Policy, Vol12, p97 – 109.
- Gehrig, Thomas and Stenbacka, Rune. (2003) *"Differentiation – Induced Switching Cost and Poaching"*, The Working Paper Series in Industrial Economics 3, Swedish School of Economics, Helsinki.

Gujarati, Damodar N.(2003), "*Basic Econometrics*", McGraw Hill.

Hair, Joseph F., Anderson Rolph E., Tatham Ronald L.⁸⁹, and Black William C. (1998). "*Multivariate Data Analysis*", Prentice Hall Inc.

Hamilton, Jacqueline(2003). "*Are main lines and mobile phones substitutes or complements? Evidence from Africa*", Telecommunication Policy, 27, p109-133.

Hamilton, Lawrence C.(2003), "*Statistics with STATA*", Duxbury Thomson Learning, 7th Edition.

Hill Associates, Inc(2002) "*Telecommunications: A Beginner's Guide*", McGraw Hill.

John P.B. (2002). "*The Essential Guide to the Business of U.S. Mobile Wireless Communications*", Prentice Hall Inc.

Jones, M.A., Mothersbaugh D.L. and Beatty S.E. (2002). "*Why customer stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes*", Journal of Business Research, Vol.55 p 441 – 450.

Kim, Hee-Su, and Kwon, Namhoon. (2003). "*The advantage of Network Size in Acquiring New Subscribers: A Conditional Logit Analysis of the Korean Mobile Telephony Market*", Vol.15, p 17 – 33.

Kishore, Krishnna, "*The telecommunications sectors privatization: An Investigation of process and capital formation approaches in Singapore and Malaysia*", PhD, thesis.

Klemperer, P. (1987). "*Market with Consumer Switching Costs*", The Quarterly Journal of Economics, Vol.102 No.2, p375 – 394.

_____ (1987). "*The Competitiveness of Markets with Switching Costs*," Rand Journal of Economics, Vol.18 No.1, p138 – 150.

_____ (1995), "*Competition when Consumers having Switching Cost: An overview with applications to industrial organization, macroeconomics and international trade*," The Review of Economic Studies, Vol.62 No4, p515 – 539.

Knittel, Christopher R. (1997). *"Interstate Long Distance Rates: Search Costs, Switching Costs, and Market Power"*, Review of Industrial Organization, Vol.23, p519 – 536.

Koski & Majumdar(2002), *"Paragons of virtue? Competitor entry and the strategies of incumbents in the U.S. local telecommunications industry"*, Information Economics and Policy, No.14, p453 –480.

Kuan Michelle, *"Strong Growth Expected in Cellular Sector over next 2 years"*, The Edge Daily, Monday, 12 August 2002, <http://www.theledgedaily.com/article.cfm?id=14809>

Laffont, J.J., Rey, P., & Tirole, J. (1997), *"Competition between Telecommunications Operators"*, European Economic Review, Vol. 41, p 701- 711.

Lee, Cassey. (2002). *"The Institutional and Policy Framework for Regulation and Competition in Malaysia"*, Working Paper No.45, Centre on Regulation and Competition, Institution for Development Policy and Management, University of Manchester.

Lee, Chui Yu, *"Cover Story: Who'll be left standing?"*, The Edge Daily, Monday, 06 may 2002, available at, <http://www.theledgedaily.com/article.cfm?id=12362>

Lee, J., Lee J. & Feick, L. (2001). *"The Impact of Switching Costs on the Customer Satisfaction-loyalty link: Mobile Phone Service in France"*, Journal of Service Marketing, Vol.15 No.1, p 35 – 48.

Li Feng, Whalley Jason, *"Deconstruction of the telecommunications industry from value chains to value networks"*, Telecommunications Policy, 26, p451-472.

Lommerud, K. E., Sorgard, L. (2002). *"Entry in Telecommunication: Customer Loyalty, Price Sensitivity and Access Price"*, Information Economics and Policy, Vol.1, p 1 – 18.

M. Hafidz Mahpar, *"Measuring a brand worth"*, BizWeek, The Star, March 29 2003.

Madden, G., Savage, S.J., & Coble-Neal, G. (1999). *"Subscriber Churn in Australian ISP Market"*, Information Economics and Policy, Vol11, p 195 – 207.

Malaysian Communication and Multimedia Commission (2002) *"Summary Report on Customer Satisfaction Survey Wave 4, September – October 2002"*, (available at <http://www.mcmc.gov.my/mcmc/consumer/css2.asp>)

Pedhazur Elazar J.(1997), *"Multiple Regression in Behavioral Research: Explanation and Prediction"*, Wadsworth Thomson Learning, 3rd Edition.

Poon, Wai-Ching. (2000). *"Regulatory Reforms in the Malaysian Telecommunications Sectors"*, Master of Economic Research Paper, University of Malaya.

Reichheld F.F. and Kenny, D.W. (1990). *"The hidden advantages of customer retention"*, Journal of Retail Banking, Vol.4, Winter, p19 – 23.

Rothschild, Michael (1974). *"Searching for the Lowest Price When the Distribution of Prices is Unknown"*, Journal of Political Economy, Vol.82, p 689 – 712.

Scott Menard (2002), *"Applied Logistic Regression Analysis"*, Sage Publication, 2nd Edition.

Shy, Oz. (2002). *"A quick-and-easy method of estimating Switching Costs,"* International Journal of Industrial Organization, Vol.20, p71 – 87.

Stigler, G. J. (1961). *"The Economics of Information"*, Journal of Political Economy, Vol.69, p213 – 225.

Stiglitz, J.E. (1989). *"Imperfect Information in the Product Market"*, in Richard Schmalensee and Robert D. Willig, eds, Handbook of Industrial Organization. Amsterdam: Elsevier, p 769 – 847.

Thomas, L.A., (1999) *"Incumbent firms' response to entry: price, advertising and new product introduction"*, International Journal of Industrial Organization, 17, p517-555

Ure, John. (2000). *"Interconnection of Mobile to Fixed: The Case of Malaysia"*, available at http://www.trp.hku.hk/e_learning/pdf/case_study_my.pdf

Uri, Noel D.(2001). *"Telecommunications in the United States and Changing Productive Efficiency"*, Journal of Industry, Competition and Trade, 1:3, p321-335

Wei, Chih-Ping and Chiu I-Tang. (2002). *"Turning Telecommunications Call Details to Churn Prediction: A Data Mining Approach"*, Expert Systems with Application.

Williamson, R. B, Gougetas B.P. and Watters J. S. (1997). *"Modelling Consumer Spells with Long Distance Carriers"*, International Communications Forecasting Conference, San Francisco.