



## Critical Success Factors of Mobile Virtual Network Operators

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### ABSTRACT

“Mobile Virtual Network Operator”;(MVNO) is a provider of wireless communications services who doesn't own the wireless network infrastructure. MVNO provide services on the “Mobile Network Operator's”;(MNO)'s infrastructure. An MVNO enters into a business agreement with a mobile network operator (MNO) to utilize its unused capacity and provides various services to obtain its portion of market. An MVNO join in an agreement/contract with a mobile network operator (MNO) enabling its unused capacity to provide various services and gain its portion of market. An MVNO may use its own customer service, billing support systems, marketing and sales personnel or it may employ the services of a “mobile virtual network enabler”(MVNE). The Goal of this research/article is to identify and prioritize the “Critical Success Factors” (CSF\*) of Mobile Virtual Network Operator (MVNO) in Iran. To touch this goal; most famous MVNO's and their critical success factors from all over the world are main pattern of our viewpoint. For data gathering point of view in this research I have created a questionnaires' with 40 questions, and have used online questionnaire tool in Google website named “Google Drive”. For implementing this research; As a sample of statistical society, I have been selected 93/125 senior expertise and managers of different departments of Rightel “The first Iranian 3G Mobile Operator” based on Cochran's formulas. The research's variables are Brand, Distribution System, Innovation, Financial status, Quality of service, Network generation and proper price and tariff as CSF's for implementing MVNO's. In this statistics research questionnaire, Cronbach's  $\alpha$  (alpha) is a coefficient of internal consistency and reliability. It is commonly used as an estimate of the reliability of a psychometric test for a sample of examinees Cronbach's Alpha which is .91 of all of the questionnaire in this research. For validity of questionnaire I asked some of senior managers and university PhD level instructors, for analyzing the results of this research we have used one sample T-test method and for more reliability, used 2nd grade sentence test as well. The result of this research was the all mentioned variables are identified as CSF of MVNO's and ranking of CSF's are: 1- Quality of service, 2- Innovation, 3- proper price and tariff, 4- Distribution System, 5- Network generation, 6- Brand, 7- Financial status.

### Keyword:

- ✓ Success Factors,
- ✓ Mobile Virtual Network Perator
- ✓ Mobile Network
- ✓ Operators.

\*CSF :Critical Success Factors: Critical success factor is the term for an element that is necessary for an organization or project to achieve its mission. It is a critical factor or activity required for ensuring the success of a company or an organization.

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