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Author(s)	Heli Hietanen	Student number	
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Supervisor(s)	Ph.D., D.Sc. (Econ. & Bus. Adm.) Kari Liuhto		

Abstract

The Finnish mobile telecommunications market has reached a full penetration level and the competition is fierce. The competition between the biggest operators is becoming increasingly international, and foreign trade in telecommunications services is likely to increase considerably in the near future. Internationalisation indicates a great challenge for the Finnish, traditionally in the domestic market functioned operators. This study identifies the components of internationalisation pressure of the Finnish mobile telecommunications service operators. This study examines the push factors of internationalisation in the Finnish market, the pull factors of internationalisation in the Estonian market, the key resources of mobile telecommunications service operators and briefly introduces the internationalisation strategies of Finnish mobile telecommunications companies. The key resources of the companies are interpreted as the factors of company success.

The study is qualitative in nature. DNA Finland Ltd was used as a case company to examine the internationalisation pressure. The empirical data was gathered in a form of a semi-structured interview, and additional information was collected from journal articles and existing studies.

In this study, Sonera, Elisa and DNA are regarded as the main actors in the Finnish mobile telecommunications market, at the same time Sonera and Elisa being the two main actors also in the Estonian market. Sonera and Elisa have already internationalised their business operations, and even though DNA is not yet active in international operations it is experiencing the increasing pressure for it. The overall competitive situation of the Finnish market is regarded as the most important push factor for DNA. All other push factors are consequences of the harsh competition, and not individual push factors. In order to survive the competition, the mobile operators are consolidating their operations. In the side of pull factors, the two most important were the less competitive markets and better earning possibilities abroad. Estonia is attracting mobile operators because induction zone areas enable the exploitation of synergy effects in form of scale advantages. DNA has three key resources which create success: successful and exceptional operator marketing, competitive products and distribution. Before DNA is able to internationalise its business operations it needs to strengthen its position in the Finnish markets. Internationalisation through market seeking may be the only way for DNA to act, as the mature domestic market forces operators to search for new business opportunities abroad.

Key words	internationalisation, mobile, telecommunications
Further information	