

عنوان مقاله:

.Competitive Analysis of GSM Based Cellular Services Providers in Pakistan Using House of Quality

محل انتشار:

نهمین کنفرانس بین المللی مدیران کیفیت و چهاردهمین کنفرانس بین المللی سازمان کیفیت آسیا و اقیانوسیه (سال: 1387)

تعداد صفحات اصل مقاله: 12

نویسندگان:

Imran Ghafoor Chaudhry - *Department of Management Sciences COMSATS Institute of Information Technology, Islamabad, Pakistan*

Qasim Abbas - *Department of Management Sciences COMSATS Institute of Information Technology, Islamabad, Pakistan*

Muhammad Bilal Butt - *Department of Engineering Management Center of Advanced studies in Engineering, Islamabad, Pakistan*

Khalid Abbas Gondal - *Department of Engineering Management Center of Advanced studies in Engineering, Islamabad, Pakistan*

خلاصه مقاله:

The Telecom sector all around the world and especially in Pakistan has experienced a tremendous growth in the last few years. However, through our research we have identified a shift in the buying pattern of the cellular services subscribers as they are now becoming more conscious of the quality of services (QoS) which are being offered to them rather merely the availability of economical packages. We have used the House of Quality model to ascertain the level of quality consciousness among the customers/firms and how these firms are undertaking quality related initiatives to create differentiated products/services for one of the rapidly growing market. It is also one of our main findings that more engineering efforts are required of the cellular services providers as far as following the rules & regulations, voice quality and expansion of network is concerned.

کلمات کلیدی:

QFD, House of Quality, Cellular services provider, QoS and Pakistan

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/50828>

