

# **Planning for the National Telecommunications Infrastructure:**

## **A Framework for Understanding the Telecommunications Strategic Planning Processes (TSPP) of Thailand's National Telecom Operators**

**Liaquat Hossain¶§**

¶ Lecturer

ABAC School of Management

Assumption University, Bangkok Thailand

§ Currently doing research at

Internet Telephony Interoperability Consortium

CTPID-Massachusetts Institute of Technology

77 Massachusetts Avenue, 1 Amherst Street

Cambridge, MA 02139, USA

Email: [hossain@rpcp.mit.edu](mailto:hossain@rpcp.mit.edu)

### **Abstract**

*The overall aim of this study is to explore National Telecommunications Strategic Planning Processes (NTSPP) in Thailand. It further analyses the Telecommunications Strategic Planning Processes (TSPP) within the Telephone Organisation of Thailand (TOT), the Communications Authority of Thailand (CAT), and the Post and Telegraph Department (PTD). This study uses a multiple case study design for understanding the underlying TSPP at play among the Thai telecommunications players. However, in stating this, it is important to realise that one tacit assumption underlying the work reported here is that unless an appropriate TSPP can be inaugurated at the organisational level, NTSPP can not succeed. The theoretical contribution of this study can be seen from the analyses that have contributed to two different levels and has also provided the theoretical*

*justifications about the linkage at the organisational TSPP and the NTSPP. The outcome of this present research suggests that there is a significant gap between the theories of planning and theories in planning. However, this research has demonstrated that the normative-descriptive dichotomy of strategic planning theories is in fact, a useful paradigm of NTSPP research for developing our understanding from both a theoretical and an applied perspective.*

### **Defining National Telecommunications Strategic Planning Process (NTSPP)**

To date, there has not been much emphasis on the comprehensive NTSPP in the South East Asian countries. Rather, it is apparent from the existing practices that the developing nation's government has initiated a step towards the restructuring of the telecom sector, with a notable lack of