

Digital Transformation and Sustainable Competitive Advantage in the Indian Telecommunications Industry: A Strategic Analysis

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Abstract: The Indian telecommunications industry has undergone a process of rapid change due to growing trends on digitalization, technological innovation, and rising customer expectations. This research studies how digitalisation, technological know-how, customer experience management, and integration of an ecosystem boost sustainable competitive advantage in the telecom sector. Data have been collected from 200 smart phone users both from rural and urban areas, using survey methods. Data are also obtained from telecom industry reports, journal articles, and reports of the Telecom Regulatory Authority of India and Competition Commission of India. The findings reveal that telecom competition has shifted from conventional voice-based services to data-centric digital ecosystems, integrating artificial intelligence (AI), 5G technology, broadband expansion, and customer analytics. The study further finds that customer experience, integration of digital platform, and technological innovation most importantly help accomplish long-term competitive advantages. The study concludes that telecom service providers must continuously strive to innovate and strengthen digital infrastructure for sustained competitive advantage in India's increasingly evolving digital economy.

Keywords: Digital Transformation, Telecom Operator, Competitive Advantages, Customer Experience, Technological Innovation

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