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Outlines the work that he undertook whilst studying for his Doctorate

My PhD research - *'The impact of mobile telephony services in determining the growth outcomes of micro-businesses in developing economies: with detail evidence from Afghanistan and Cameroon'* reports on the relationship between the integration of mobile telephony services into micro-business processes and perceived enhanced business performance in a developing economy context, with detailed evidence drawn from a sample of 210 micro-businesses in Afghanistan and Cameroon.

The findings show that mobile telephony services have an important impact in determining enhanced business performance outcomes of micro-businesses in developing economies because of their potential to enable substantial cost savings by 35 percent, provide greater integration of the internal and external environments of the business, increase operational flexibility by 32.4 percent and reduce information asymmetries by 30 percent.

The level of impact depends on the level of adoption and use of mobile telephony services, intrinsic values of micro-business owner-managers and the micro-business Environment. The study also showed that, it is possible to influence the level of impact through policy issues linked to the availability and access to telephony services and the creation of a pro-entrepreneurial environment. This implies that incentives aimed at growing mobile penetration and use should be a strategic priority, and policy makers like the government and other non-governmental organisations (NGO) must provide the support needed by micro-businesses to survive.

In order to enhance business performance through the use of mobile telephony services, it imperative that telecommunications markets in developing economies be totally liberalised with the creation of independent regulatory and pro-competitive structures as policy priorities.

