**Determinants of Mobile Telecommunication Adoption in Kurdistan Region of Iraq**

Nabaz T. Khayyat

Department of Information System

Ministry of Agriculture, Kurdistan Region, Erbil, Iraq, E-mail: nabaz.khayyat@student.swissmc.ch

and

Almas Heshmati[[1]](#footnote-1)

Professor of Applied Economics

Department of Food and Resource Economics,

College of Life Sciences and Biotechnology,

Korea University, East Building Room #217,

Anam-dong Seongbuk-gu, Seoul 136-713, Korea,

E-mail: heshmati@korea.ac.kr

February 1, 2012

## Abstract

This study uses a discrete choice methodology to test two models of mobile telecommunication acceptance: choice of service providers and usage pattern. For the empirical application, a conceptual model is specified and a number of hypotheses have been tested with a sample of mobile phone users to analyze the Kurdistan Region's potential in the effective usage of mobile telecommunication. It aims at identifying key factors that determine the adoption of mobile telephony service. The results based on a sample of users in 2010 indicate that Korek is the favorite service provider in the Kurdistan Region and the subscribers mostly use the service for their work purposes. The findings have implications for competition in the market and flows of investment resources to targeted market segments with potential expansion.

## Keywords: Multinomial logit model, Mobile telecommunication, Technology adoption, Service providers, Kurdistan Region, Iraq.

1. Corresponding author [↑](#footnote-ref-1)