

ABSTRACT

5G offers a significant area for growth across the world as it can enhance the Information Technology sector and specifically the telecommunication sector. We posed the question of whether or not there are available tools of industry analysis that can be used by a manager to enter the 5G sector for a given country. We first identify a well-established tool, Porter's Five Forces Analysis, as a valid tool for this analytical approach. However, based on our literature review, we argue that the standard Porter's Five Forces analysis may not be adequate given that the key resource for the 5G sector is controlled by the governments of sovereign countries – the spectrum or frequency used for communication processes. Our contribution in this paper is that we first evaluate the governments' industrial policy with respect to 5G. We identify two key factors that may drive the decisions of a manager – Government regulation and policy focus on the application of 5G as well as government regulation and policy focus on the development of the supply chain of 5G (equipment and networking). Using four leading countries as adopters of 5G, we demonstrate that Porter's Five Forces analysis for a country will be suitable only after identifying government policy of any country on our proposed framework, based on the above two dimensions. While the four countries we examined fit either in Quadrant 1 or 2, other countries may be better located in quadrants 3 or 4. A firm planning to enter the 5G market will have to conduct specific industry analysis after ascertaining the location of that country in our framework (position in a specific quadrant) and then develop strategies to enter the market accordingly.