

Zainab Ayesha Zainudeen

Professional experience

Senior Research Manager and Demand-side Specialist, [LIRNEasia](#) (Colombo), Jul 2010 to date

Research Manager and Demand-side Specialist, Sep 2007-Jun 2010

Researcher & Assistant to the Executive Director, Jul 2004 – Aug 2007

Involved in demand-side research on various aspects of information and communication technologies (ICTs) in the emerging Asian Region. Research focus is on understanding ICT needs of as well as improving ICT access of consumers at the bottom of the economic pyramid. Research manager for three consecutive multi-country studies of telecom use at the bottom of the pyramid (Teleuse@BOP [2008](#), [2006](#), [2005](#)), looking into current as well as potential use of telecom services through quantitative and qualitative research in six countries. Responsible for a budget of over USD 675,000 between 2008-10. Also led a study of the interplay of information, payments and logistics over mobile phones in a case study of the CellBazaar service in Bangladesh. Co-edited a [book on expanding ICT access in emerging Asia](#) with Rohan Samarajiva (Ph.D.). Has also been involved in research into the [replicability of Grameen's micro-finance approach to extending rural connectivity in Bangladesh](#), as well as research into the [institutional requirements for an effective disaster warning system for Sri Lanka](#) in the aftermath of the Indian Ocean Tsunami of 2004.

Also involved in several key organisational activities, including expressions of interest, funding proposals (including budgeting), bi-annual technical reports to funding organizations, activity reports, news releases and other key organizational documents. Organized research meetings, news conferences, and industry presentations. Also managed several organizational processes, including job application screening and interview processes.

Teaching Assistant to Dr. Harsha de Silva, [American National College](#), (Colombo; affiliated with Northwood University, USA)

Jun 2005 – Aug 2005 (Summer term)

Assisted in the teaching of a 400-level economics course (ECN400 International Trade and Finance) on a business-admin undergraduate degree program. Core responsibility included assisting students with research and guidance on coursework on trade liberalisation in the context of the India-Sri Lanka Comprehensive Partnership Agreement (ISLCEPA), looking at its impacts on the economy as a whole, and specifically on the telecom, tourism and health sectors. The assignment (contributing 30 percent of final grade) culminated in a final report and presentation to and audience that included policy makers that were members of the Joint Study Group on the ISLCEPA.

Young Professional, Public Interest Program Unit (Ministries of Economic Reform and Policy Development and Implementation) (Colombo)

Sep 2003 – Jun 2004

Assisted in the work related to the implementation of infrastructural reforms in Sri Lanka. Was responsible for the compilation of a comprehensive [two-year progress report](#) of the Unit's work over its two-year lifespan; the report has since been used as a key tool in advocacy of competition in infrastructure. Also assisted in the research relating to and the preparation of policy briefs on: the liberalization of Sri Lanka's civil aviation infrastructure and introduction of promotion of private participation; the introduction of a Deregulation Bill for Sri Lanka; the regulation of international schools in Sri Lanka.

Research Assistant, ACS Hameed Peace Foundation Colombo

Nov 2002- Aug 2003

Member of a research team performing a study: 'Perceived Community Needs in a Post-Conflict Setting' in the North-East of Sri Lanka. Played key role in data analysis and report-writing; also worked on preliminary planning of a series of seminars on social research methodologies and organized staff training.

Research Assistant (Casual), [Marga Institute](#), Sri Lanka

Oct 2002-Jan 2003

Independently researched and compiled annotated bibliographies for a series of distance learning modules in economics, development and governance for public servants.

Part-time Archivist, British Library of Political & Economic Science (LSE),
Archives Department (London)
Jan-Jul 2002

Intern, KPMG-Ford, Rhodes Thornton & Co, Chartered Accountants, Financial
Advisory Services Department (Colombo)
Jul-Aug 2001

Part-time Events Steward, Conferences and Events Department, London
School of Economics and Political Science (London)
Oct 2000-Mar 2002

Part-time nursery assistant, Charles Lamb Primary School (London)
Oct 1999-Mar 2000

Publications

Books

Samarajiva, R. and Zainudeen, A. (Eds.). (2008). ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks. New Delhi & Ottawa: SAGE & IDRC

Book chapters

de Silva, H. & Zainudeen, A. (2008). Teleuse on a shoestring: Poverty reduction through telecom access at the bottom of the pyramid, in Amit Singh Sisodiya and N. Janardhan Rao (Eds.), *Bottom of the Pyramid Market in India: Insights and Experiences*. Hyderabad: Icfai University Press

Zainudeen, A. (2008). What do users at Bottom of the Pyramid want? In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

Zainudeen, A. and Iqbal, T. (2008). Strategies on a shoestring. In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

Samarajiva, R., Hameed, M. and Zainudeen, A. (2008). I just called to say . . . Teleuse under a ceasefire. In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

de Silva, H. & Zainudeen, A. (2007). Teleuse on a shoestring: Poverty reduction through telecom access at the bottom of the pyramid. In *Does inequality matter? Exploring the links between poverty and inequality*, Edited by Prashan Thalayasingam & Kannan Arunasalam (135-167). Colombo: Centre for Poverty Analysis

Knight-John, M., Zainudeen, Z.A. & Khan, A.S (2007) An Investigation of the Replicability of a Microfinance Approach for Extending Telecom Access to Marginal Customers. In [W.H. Melody and A. Mahan \(Eds.\), *Diversifying Participation in Network Development: Case studies and research from WDR Research Cycle 3*](#) (73-87). Montevideo: LIRNE.NET

Journal articles

Zainudeen, A., Iqbal, T. & Samarajiva, R. (2010). Who's got the phone? Gender and the use of the telephone at the bottom of the pyramid, *New Media and Society*, 12: 549-66. <http://nms.sagepub.com/cgi/content/abstract/12/4/549>

de Silva, H., & Zainudeen, A. (2008). [Teleuse at the Bottom of the Pyramid: Beyond Universal Access](#). *Telektronikk* (2), 25-38.

Conference Papers and research reports

Zainudeen, A., Samarajiva, R. and Sivapragasam, N. (2010) CellBazaar, a mobile based e marketplace: Success factors and potential for expansion. <http://lirneasia.net/wp-content/uploads/2008/05/Mobile-2-0-CellBazaar-e-marketplace-v3.0.pdf>

De Silva, H., Ratnadiwakara, D., and Zainudeen, A. (forthcoming) Social Influence in Mobile Phone Adoption: Evidence from the Bottom of the Pyramid in Emerging Asia. Paper presented at 'International Conference on Mobile Communication and Social Policy,' Rutgers University, New Jersey, September 2009. http://lirneasia.net/wp-content/uploads/2008/05/Mobile2.0_EA_Ver_01092009.pdf

- Zainudeen, A., Samarajiva, R. and Sivapragasam, N. (2009) CellBazaar, a mobile based e marketplace: Success factors and potential for expansion. Paper presented at 'Mobile 2.0: Beyond Voice?' Pre-conference workshop at the International Communication Association Conference, 20-21 May 2009, Chicago, Illinois.
- Sivapragasam, N., Zainudeen, A. & Ratnadiwakara, D. (2008). Hit me with a missed call: The use of missed calls at the bottom of the pyramid. Paper presented at 'CPRSOUTH3: Transformation Strategies for Telecom Operators,' December 5-7, 2008 in Beijing, China.
- Zainudeen, A., Iqbal, T., Samarajiva, R. & Ratnadiwakara, D. (2008). [Who's got the phone? Gender and the use of the telephone at the bottom of the pyramid](#) . Paper presented at 2008 International Communications Association conference, 26 May 2008 Montreal, Canada.
- Zainudeen, A., de Silva, H. & Samarajiva, R. (2008). [Non-owner teleusers at the BOP: Removing the barriers to ownership](#). Paper presented at 'PTC'08: Telecom with Vision,' 13-16 January 2008, Honolulu, USA.
- Zainudeen, A., Sivapragasam, N. de Silva, H., Iqbal, T. & Ratnadiwakara, D. (2007) [Teleuse at the bottom of the pyramid: Findings from a five country study](#). Background paper prepared for '3rd Global Knowledge Conference', 11-13 December 2007, Kuala Lumpur, Malaysia.
- Zainudeen, A. & Iqbal, T. (2007). The gendered aspects of telecom access and use at the bottom of the pyramid in Emerging Asia. Paper presented at 'CPRSOUTH2: Empowering rural communities through ICT policy and research', 15-17 December 2007, Chennai, India.
- Zainudeen, A. & de Silva, H. (2007). [Teleuse on a Shoestring: Beyond Universal Access](#). Presented at Communication Policy Research: South (CPRSOUTH), Research for Improving ICT governance in the Asia-Pacific, 19-21 January 2007, Manila, Philippines.
- de Silva, H. & Zainudeen, A. (2007) [Teleuse on a Shoestring: Poverty reduction through telecom access at the 'Bottom of the Pyramid'](#). Paper presented at Centre for Poverty Analysis (CEPA) 7th Annual Poverty Research Symposium, 6-7 December 2006, Colombo, Sri Lanka.
- de Silva, H., Zainudeen, A. & Cader, S. (2006). Teleuse on a Shoestring: Current impacts of telecom at the Bottom of the Pyramid and the Next Billion Subscribers. Paper presented at 'Telecom 2006: ESOMAR World Research Conference Convergence Revolution'. 29 November – 1 December 2006, Barcelona, Spain.
- Zainudeen, A., Samarajiva, R. & Abeyseriya, A. (2006) [Telecom Use on a Shoestring: Strategic Use of Telecom Services by the Financially Constrained in South Asia](#). WDR Dialogue Theme 3rd cycle Discussion Paper WDR0604, Version 2.0.
- Zainudeen, A. (2006) [Telecom Use on a Shoestring: The case of Bangladesh](#). WDR Dialogue Theme 3rd cycle Discussion Paper WDR0601, Version 2.0.
- Samarajiva, R., Knight-John, M., Anderson, P. and Zainudeen A. (2005) [National Early Warning System: Sri Lanka \(NEWS:SL\), A Participatory Concept Paper for the Design of an Effective All-Hazard Public Warning System](#), Version 2.1, 17 March. [PIPU Progress Report May 2002-May 2004](#) (May 2004)

Trade Press

- Benefitting the BOP?*, [i4d Magazine](#), with Anu Samarajiva and Harsha de Silva. June 2008 (29-30). Available at: <http://www.i4donline.net/articles/current-article.asp?Title=LIRNEasia,Sri-Lanka&articleid=1982&typ=Features>
- Phones at the bottom of the pyramid*, [i4d Magazine](#), with Anu Samarajiva. Volume V issue 10, October 2007 (15-16). Available at: <http://i4donline.net/oct07/oct07.pdf>
- e-Government as a part of Sri Lanka's overall development strategy*, [egov Magazine](#) (India), with Rohan Samarajiva (senior author). Volume I issue 3, May-June 2005

Professional activities

- Completed Abdul Latif Jameel Poverty Action Lab (J-PAL) executive education course, Evaluating Social Programs, organized by J-PAL South Asia at IFMR, Chennai, India in July 2010. The course focused on randomized controlled trial (RCT) methods for evaluation of social programs.

- Completed LIRNEasia & LIRNE.NET 10th Telecom Reform Course, *Catalyzing Change: Strategies to Achieve Connectivity & Convergence*, in association with School of Communication and Information, Nanyang Technological University (Singapore) & The Infocomm Development Authority (IDA), Singapore, Singapore, 25-30 September 2005

Made several research presentations at international research conferences and media events, including:

- LIRNEasia@5 Conference. 9-11 December 2009, Colombo, Sri Lanka.
- PTC'08: Telecom with Vision. 13-16 January 2008, Honolulu, USA. [Presentation available here.](#)
- [CPRsouth2: Empowering rural communities through ICT policy and research.](#) 15-17 December 2007, Chennai, India. [Presentation available here.](#)
- [3rd Global Knowledge Conference.](#) 11-13 December 2007, Kuala Lumpur.
- Living the Information Society: The Impact of Information and Communication Technologies on People, Work and Communities in Asia. 23-24 April 2006 Makati City, Philippines
- Teleuse at the Bottom of the Pyramid Media Workshop. 28 February 2007, Singapore. [Presentation available here.](#)
- [Communication Policy Research: South \(CPRsouth\)](#), Research for Improving ICT governance in the Asia-Pacific, 19-21 January 2007, Manila Philippines. [Presentation available here.](#)
- Association for Progressive Communication (APC) Asia ICT Policy Consultation Meeting, 19-21 April 2006, Dhaka, Bangladesh.
- Usable Knowledge for Growing the Sector: ICT Policy & Regulation Research from LIRNEasia, 6 March 2006, New Delhi, India. [Presentation available here.](#)
- Workshop on ICT Indicators for Benchmarking Performance in Network and Services Development, New Delhi, 1-3 March 2006
- Usable Knowledge for Growing the Sector: ICT Policy and Regulation Research from LIRNEasia, 19 December 2005, Colombo, Sri Lanka. [Presentation available here.](#)
- Pro-Poor, Pro-Market ICT Policy and Regulation forum at the WSIS, 17 November 2005, Kram Center, Tunis, Tunisia. [Presentations available here.](#)
- LIRNEasia Networking Meeting, 2 October 2005, Jakarta, Indonesia
- 2005 World Dialogue on Regulation (WDR) Expert Forum, 30 September 2005, Singapore

Education

1999-2002	BSc (Honors) Economics London School of Economics and Political Science (LSE), University of London
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