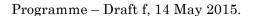


26TH EUROPEAN REGIONAL INTERNATIONAL TELECOMMUNICATION SOCIETY CONFERENCE

What next for telecommunications?

Conference Programme San Lorenzo de El Escorial, Spain, 25th – 27th June 2015



Programme Overview, 25th – 27th June 2015.

Thursd	Thursday, 25 th June		26 th June Satur		y, 27 th June
08.30 – 17.00	Registration				
08.30 - 09.30	Bus shuttle from Hotel Tirol to venue	08.30 – 09.30	Bus shuttle from Hotel Tirol to venue	08.30 - 09.30	Bus shuttle from Hotel Tirol to venue
10.00 – 10.30	Opening session	09.30 – 11.00	Parallel session 4	09.30 – 11.00	Parallel session 8
10.30 – 12.00	Plenary session	11.00 – 11.30	Coffee	11.00 – 11.30	Coffee
12.00 – 12.30	Coffee	11.30 – 13.00	Parallel session 5	11.30 – 12.30	Parallel session 9
12.30 – 13.30	Parallel session 1	13.00 – 14.30	Lunch	12.30 – 13.00	Closing session
13.30 – 15.00	Lunch	14.30 – 16.30	Parallel session 6	13.00 – 14.30	Lunch
15.00 – 16.30	Parallel session 2	16.30 – 17.00	Coffee		
16.30 – 17.00	Coffee	17.00 – 18.30	Parallel session 7		
17.00 – 18.30	Parallel session 3				
19.00 – 21.00	Welcome reception	20.00 – 22.00	Conference dinner		
21.00	Bus shuttle from venue to Hotel Tirol	22.00	Bus shuttle from venue to Hotel Tirol	15.00	Bus shuttle from venue to Hotel Tirol

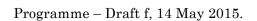
Opening Sessions: Thursday, 25 June 10:00 – 12:00

10.00-10.30	Opening Session	
10.30-12.00	Plenary Session	



Parallel Sessions: Thursday, 25th June.

Parallel Sessions 1: 12.30 – 13.30			
Big data 1	Regulation 1	Devices	Network neutrality 1
Park & Kim - The factors of organization and technology influencing on big data acceptance in Korean firms Chih-Liang Yeh - Is it the time to say goodbye to personally identifiable information? A perspective of mobile network big data Rallet & Rochelandet - Privacy and antitrust in the big data era: Opposing or complementary regulations?	Unver, Goktaylar & Tezel - Regulatory implications of FMS for voice services in turkey: analysis of recent regulatory acts on deregulation and margin squeeze Ntarzanou & de Almeida Pereira - Telecom operators and the aftermath of the European Commission agenda for the termination of roaming charges within the EU Tozer - Assessment of the impact of regulation on operator strategy and investment; the case of Turkey's telecommunications market	Vesselkov, Riikonen & Hämmäinen - Evolution of mobile handset feature dependences Laya, Sundquist & Markendahl - Studying the complexity of intersegment business cooperation in the context of wearable devices Lim & Kim - Complement and network externalities in the mobile devices industry	Terada - Network neutrality debates in U.S. and Japan Shin - Application of actor-network theory to network neutrality in Korea Jitsuzumi - Recent development of net neutrality conditions in Japan: impact of fiber wholesale and long-term evolution (LTE)



Thursday, 25th June

	Parallel Sessions 2: 15.00 – 16.30				
Mergers & acquisition activity	Regulation 2	Consumers 1	Digital divide		
Yang, Nam &I Kim - Insight into the rival effects of M&A: The Case of Apple & Google Navio-Marco, Solorzano-Garcia & Urueña -	Marcus, Elixmann & Gantumur - Economic chances and risks of a far reaching harmonisation and centralisation of telecoms regulation in Europe	Skudlark - Characterizing SMS spam in a large cellular network via mining victim spam reports	Serrano-Cinca, Muñoz-Soro & Brusca- Alijarde - The determinants of the digital divide and digital exclusion: a multivariate analysis		
Language as key factor for value creation in telecommunication mergers and acquisitions Houngbonon - The effect of entry and merger on the nonlinear price of mobile	Alleman & Rappoport - Regulation of information & communications technology (ICT) sector: an empirical analysis	Ovejero & García - Minimum term contracts in the absence of handset subsidies López, Pérez-Amaral, Garín-Muñoz & Gijón - Consumer protection in mobile	Frias, Valderrama & Martínez - Keys and challenges to close the rural broadband gap. The role of LTE networks in Spain Gijón, Pérez-Amaral, Garín-Muñoz & López -		
telecommunications services Curwen & Whalley - And then there were 3: Consolidation within European mobile telecommunication markets	de Streel & Hocepied - A new legal test for access regulation in the electronic communications	telecommunications: an international comparison Clifton, Díaz-Fuentes & Fernandez-Gutierrez - Ease of comparing offers in	Telecommunications demand, digital divide and children consumers in Spain Bauer, Garcia-Murillo & Macinnes - Technounemployment?		
		telecommunications markets. Does it work for vulnerable consumers?			

Thursday, 25th June

	Parallel Sessions 3: 17.00 – 18.30				
Demand	Market structure	Regulation 3	Panel session - Cyber-security		
Agiakloglou & Polemis - What determines the increasing demand for telecommunications services? evidence from the eu countries before and after liberalization Anil & Koksal - The determinants of the demand for business to consumer e-commerce in Turkey Svigelj, Hrovatin & Zoric - What drives Internet users to subscribe to new generation access networks and higher Internet speeds? Balmer - Competition and market strategies in the Swiss fixed telephony market - An estimation of Swisscom's dynamic residual demand curve	Horstmann, Krämer & Schnurr - How many competitors are enough to ensure competition in the telecommunications industry? – Evidence from oligopoly experiments Jeanjean & Houngbonon - Is there an optimal number of firms in the wireless markets? Serdarevic, Houpis, Rodriguez & Ovington - The impact of network competition in the mobile industry Calle - Increasing the value of telecom operators with a single EU market	Balmer - Geographic regulation of next generation broadband networks: A review of practical cases and recent literature Sundquist & Markendahl. Regulations strategies to mitigate the increasing mobile network coverage and capacity problems in rural areas in the European Union de Pablo, Portilla-Figueras, Navío-Marco & Salcedo-Sanz - Exporting European telecommunication policies and investment opportunities to Latin American countries: A clustering-based approach Batura - Consideration of sector specific regulation in competition law analysis	Moderator – Dr Covadonga Gijón Dr. Tatiana Tropina, Max Planck Institute for Foreign and International Criminal Law, Germany Jesús González, Aerohive, Spain Yolanda Rueda, Cibervoluntarios, Spain Dr. Juan Caballero, IMDEA Software Institute, Spain		

Parallel Sessions: Friday, 26th June.

	Parallel Sessions 4: 09.30-11.00				
Big data 2	Data	Mobile 1	Network neutrality		
Simon & De-Prato - Big data: The next big wave? Valarezo-Unda, Pérez-Amaral & Gijón - Big data in Spain's telecommunications sector Chua, Chang, Wong & Tan - The implementation of privacy protection policy for big data analytics: Challenges faced in the Malaysian telecommunications industry	Kim, Nam & Kim - The economic value of personal information and policy implication Ruiz, Gómez-Barroso & Feijóo - The business value of personal data: a production function approach Ryan - Access to communications data by law enforcement authorities and the right to privacy: Developments in the United Kingdom, Canada and the United States during 2014 Palacios, Potoglou, Feijoo & Gómez-Barroso - The supply of personal information. A study on the determinants of information provision in online scenarios	Bouwmann, De Reuver, Cavallini, Lourens, Manocha & Vaessen - Mobile payment: a multi-perspective, multi-method research project Jaunaux - Current European wholesale roaming regulation is not an obstacle to a sustainable introduction of Roaming like at home Kuroda & Baquero - Analysis of the role of international network effects on the diffusion of 3G mobile communication networks Liang - How fixed and mobile usage interact? Theory and evidence from fixed and mobile markets	Van der Wee, Vandevelde, Verbrugge & Pickavet - Evaluation of the impact of net neutrality on the profitability of telecom operators. A game-theoretic approach. Arnold, Waldburger, Schneider, Schmid & Morasch - The value of network neutrality to European consumers Martinez, Alvarez & Markendahl - Study of the potential impact of quality-of-experience based services on net neutrality principles Kourandi, Kraemer & Valletti - Net neutrality, exclusivity contracts and Internet fragmentation		

Friday, 26th June

Parallel Sessions 5: 11.30-13.00			
Spectrum	ОТТ	Consumers 2	Understanding personal information- driven markets
Massaro, Pogorel & Bohlin – Valuation and pricing of licensed shared access: Next generation pricing for next generation spectrum access González-Valderrama, Frias & Martinez - Assessment of spectrum value: Application to sub-1GHz frequency bands El-Moghazi, Whalley & Irvine - Technology neutrality: Exploring the interaction between international mobile telecommunication and national radio spectrum management policies	Marinic & Lindmark - Mobile Over-the-top OTT messaging business models: Towards a framework Yu-Li Liu - Licensing and network neutrality: two major regulatory issues of the over-the-top services Kraemer & Wohlfarth - Regulation of over-the- top services: similarities and differences to the regulation of infrastructure services	Sobolewski & Kopczewski - Estimation of reservation prices for bundles of telecommunications services with stated preference approach Zamarripa & Pérez Amaral - Consumer protection in telecommunications services: a comparison between Mexico's regulation and international best practices Ureña-López, Gijón, Feijóo, Castro-García-Muñoz & Ureña-Fernández - Substitution of individual services for bundled services in Spain Mwakatumbula & Mitomo - Consumer awareness and protection in the telecommunications industry. A case of Tanzania	Panel session

Friday, 26th June

Parallel Sessions 6: 14.30-16.30			
Innovation	Infrastructure investment	Online activities	Mobile content and digital media challenges: the pending business model (r)evolution
Namjun, Jung, Huh & Hwang - Social network analysis about the technology development form and cooperative relations of global wireless telecommunication technologies based on worldwide patent statistical database Binsfeld, Pugalis & Whalley - Innovative ecosystems in a small country: An exploratory analysis of Luxembourg Idota, Bunno, Ueki, Shinohara & Tsuji - Empirical analysis of factors promoting product innovation in ASEAN economies: from the viewpoint of absorptive capacity and ICT use Mazat, Falck & Stockinger - Broadband infrastructure and entrepreneurship: Evidence from German municipalities Vialle, Beltran & Whalley - An assessment of innovation profiles of telecom operators: A longitudinal comparison between BT and Orange from 2004 to 2013	Balmer - Cooperative investment in next generation broadband networks: A review of recent practical cases and literature Serdarevic, Ovington, Hunt & Kenny - Evidence for a ladder of investment in central and eastern European countries Briglauer, Gugler & Haxhimusa - Facility- and service-based competition and investment in fixed broadband networks: lessons from a decade of access regulations in the European Union member sates Levin & Schmidt - Policies to Facilitate FTTP Deployment Gallardo, Mendez &I Monjas - Real options on new generation access networks based on FTTH. An approach to the Spanish case	Wang & Lin - Key success factors of crowd funding: from a user experience perspective Martínez de Ibarreta & Gijón - Cybersecurity and e-trust of individual consumers in Spain Windekilde & Henten - Transaction costs and the sharing economy Giovannetti & Hamoudia - The diffusion of mobile social networking: externalities and their drivers from a European perspective Ryu, Kim & Lee - The value of user participation in online contents market: the case of Naver webtoon's challenge league	Panel session

Friday, 26th June

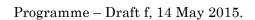
	Parallel Sessions 7: 17.00-18.30			
Business models	Internet (of Things)	Content & privacy	Issues in today's telecommunication industry	
Scher & Beltran - Providing identity based on the telephone number: A new business model for telecommunication operators	Ghanbari, Álvarez & Markendahl - Internet of Things: Redefinition of business models for the next generation of telecom services	Liang, Lin, Bautista & Chiang - Examining predictors for media engagement of using TV-related Weibo and Chinese user behaviour	Ventura & Satorra - A multiple indicator model for panel data: an application to ICT area-level variation	
Martinez, Nesse & Markendahl - QoE-based service differentiation: Business models analysis for the mobile market Lee & Kwon - Can print news media firms make good deals with Internet portals? A search for mutually beneficial deals	Sundquist & Markendahl - Scalability and cost efficiency of the Internet of Things: A business case modelling between capillary and cellular connectivity solutions Krancke & Vidal - Is Competition just for losers? The economics of the Internet value chain revisited	Nam & Kwon - How important are real-time communications in TV watching? A case of AfreecaTV in Korea Potoglou, Dunkerley, Sunil & Robinson - Privacy and security in the context of Internet service provider choice: Evidence from a pan-European study	Weber - Europe's perspective: Non-compromised terminals, free long-range communications Whalley, Garrett & Vialle - An exploratory study of the board composition of European incumbent telecommunication operators	

Parallel Sessions: Saturday, 27th June.

	Parallel Sessions 8: 09.30-11.00	
Impact of technology	Broadband	Mobile 2
Garcia-Murillo, de Almeida & Zaber - Information and	Coyne & Lyons - The price of broadband quality: Tracking the	Yuguch - What is the role of the mobile operators in the 5G
communication technologies as drivers of social unrest Cheng, Mitomo, Otsuka & Jeon - Media's effects on people's perceptions and intentions in post-disaster Recovery – A case	changing valuation of service characteristics Amendola - Ultra-Broadband for all in Europe: Can access regulation hinder innovation and welfare maximisation?	mobile communications? Breukers, De Reuver, Oey & Bouwman - Mobile data offloading: an agent-based modelling study on the effectiveness
study of the Great East Japan earthquake Alemany & Mitomo - The impacts of ICT on people's quality of life in Hong Kong	Falch & Henten - European broadband policy – regulation vs. facilitation	of WiFi offloading Calzada & Martínez-Santos - Price setting and competition in the mobile broadband market
Kawauchi, Shinohara & Yokozawa - Development of methodology for evaluation of economic impact on IT industry caused by data localization requirement policies	Sudtasan - Economic determinants of optical fiber share in total broadband connections in OECD countries	Asimakopoulos, Hernández & Whalley - Internationalization of European mobile telecommunication operators: institutional diversity and performance implications

Saturday, 27th June

	Parallel Sessions 9: 11.30-12.30				
Country case studies	Internet	Convergence & complexity			
Osei-Owusu - The analysis of the Ghanaian telecom industry Manh, Falch & Williams - The role of stakeholders on implementation universal service policy in Vietnam Kretova - Corruption in Ukrainian telecommunications sector: Problems and legal and political remedies	Marcus, Waldburger & Elixmann – Mechanisms to secure the "best efforts" Internet Stocker - The end of transit and peering? Interconnection and capacity allocation for all-IP networks Horstmann, Kraemer & Schnurr - Upstream competition and open access regimes – Experimental evidence on two-stage markets	Henten & Tadayoni - Empirical analysis of ICT convergence Tseng - Media conglomerate diversification and interests conflict in the convergence age Cheng & Mitomo - Untangle today's complex digital media society with complexity profiling			



Saturday, 27th June

	Closing session: Wednesday 12.30-13.00		
12.30-13.00	Closing Remarks		