



26<sup>TH</sup> EUROPEAN REGIONAL INTERNATIONAL TELECOMMUNICATION SOCIETY CONFERENCE

# What next for telecommunications?

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

## Programme Overview, 25<sup>th</sup> – 27<sup>th</sup> June 2015.

Thursday, 25 <sup>th</sup> June		Friday, 26 <sup>th</sup> June		Saturday, 27 <sup>th</sup> 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	<b>Opening Session</b>
10.30-12.00	<b>Plenary Session</b>

DRAFT

**Parallel Sessions: Thursday, 25<sup>th</sup> June.**

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

**Thursday, 25<sup>th</sup> June**

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

**Thursday, 25<sup>th</sup> June**

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

**Parallel Sessions: Friday, 26<sup>th</sup> June.**

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

**Friday, 26<sup>th</sup> June**

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



**Friday, 26<sup>th</sup> 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
<p><b>Namjun, Jung, Huh &amp; Hwang</b> - Social network analysis about the technology development form and cooperative relations of global wireless telecommunication technologies based on worldwide patent statistical database</p> <p><b>Binsfeld, Pugalis &amp; Whalley</b> - Innovative ecosystems in a small country: An exploratory analysis of Luxembourg</p> <p><b>Idota, Bunno, Ueki, Shinohara &amp; Tsuji</b> - Empirical analysis of factors promoting product innovation in ASEAN economies: from the viewpoint of absorptive capacity and ICT use</p> <p><b>Mazat, Falck &amp; Stockinger</b> - Broadband infrastructure and entrepreneurship: Evidence from German municipalities</p> <p><b>Vialle, Beltran &amp; Whalley</b> - An assessment of innovation profiles of telecom operators: A longitudinal comparison between BT and Orange from 2004 to 2013</p>	<p><b>Balmer</b> - Cooperative investment in next generation broadband networks: A review of recent practical cases and literature</p> <p><b>Serdarevic, Ovington, Hunt &amp; Kenny</b> - Evidence for a ladder of investment in central and eastern European countries</p> <p><b>Briglauer, Gugler &amp; Haxhimusa</b> - Facility- and service-based competition and investment in fixed broadband networks: lessons from a decade of access regulations in the European Union member states</p> <p><b>Levin &amp; Schmidt</b> - Policies to Facilitate FTTP Deployment</p> <p><b>Gallardo, Mendez &amp; Monjas</b> - Real options on new generation access networks based on FTTH. An approach to the Spanish case</p>	<p><b>Wang &amp; Lin</b> - Key success factors of crowd funding: from a user experience perspective</p> <p><b>Martínez de Ibarreta &amp; Gijón</b> - Cybersecurity and e-trust of individual consumers in Spain</p> <p><b>Windekilde &amp; Henten</b> - Transaction costs and the sharing economy</p> <p><b>Giovannetti &amp; Hamoudia</b> - The diffusion of mobile social networking: externalities and their drivers from a European perspective</p> <p><b>Ryu, Kim &amp; Lee</b> - The value of user participation in online contents market: the case of Naver webtoon's challenge league</p>	<p><b>Panel session</b></p>

**Friday, 26<sup>th</sup> June**

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

**Parallel Sessions: Saturday, 27<sup>th</sup> June.**

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

**Saturday, 27<sup>th</sup> June**

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

**Saturday, 27<sup>th</sup> June**

<b>Closing session: Wednesday 12.30-13.00</b>	
<b>12.30-13.00</b>	<b>Closing Remarks</b>

DRAFT