## Pre-Conference and Post-Conference Tours

<table>
<thead>
<tr>
<th>Time</th>
<th>6/26 (Sun)</th>
<th>6/30 (Thurs)</th>
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<tbody>
<tr>
<td>08:40-17:00</td>
<td>Pre-Conference Taipei City Tour</td>
<td>06:40-17:00</td>
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<td>(Free tour for the registered participants only)</td>
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<td>18:30-21:00</td>
<td>Welcome Reception</td>
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<td>*Up to 60 persons</td>
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## Program at a Glance

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<th>Time</th>
<th>6/27 (Mon)</th>
<th>6/28 (Tue)</th>
<th>6/29 (Wed)</th>
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<tr>
<td>9:00-9:30</td>
<td>Opening Ceremony</td>
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<td>9:30-10:10</td>
<td>Keynote Speech</td>
<td>Keynote Speech</td>
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<td>Prof. Fransman</td>
<td>Prof. Mao</td>
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<td>10:10-10:30</td>
<td>Tea break</td>
<td>Tea break</td>
<td>10:40-11:00</td>
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<td>10:30-12:00</td>
<td>Plenary Session</td>
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<td>11:00-11:50</td>
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<td>12:00-13:00</td>
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<td>13:00-14:10</td>
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<td>A2-A6</td>
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<td>14:10-14:20</td>
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<td>14:20-15:30</td>
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<td>A7-A11</td>
<td>B7-B10</td>
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<td>15:30-15:40</td>
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<td>A12-A16</td>
<td>B11-B14</td>
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<td>18:30-21:00</td>
<td>Taipei 101 Banquet</td>
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*M民事務日誌*
3/F Ballroom A (Opening ceremony, keynote speeches and plenary sessions)

4/F, VIP 3,5,6,8,9 (all parallel sessions and closing ceremony)
Keynote Speakers

Professor Martin Fransman, University of Edinburgh, UK
09:30 am – 10:10 pm, 27 June 2016 at 3/F Ballroom A, Regent Taipei

Title: The Value of Ecosystems Thinking - the ICT Sector and Company Innovation

Professor Chi-Kuo Mao, National Chiao-Tung University, Taiwan
09:30 am – 10:10 pm, 28 June 2016 at 3/F Ballroom A, Regent Taipei

Title: Smart Taiwan, Smart Living
Plenary Sessions

Plenary session for Industry (A1)

10:30 am – 12:00 pm, 27 June 2016 at 3/F Ballroom A, Regent Taipei

Challenges Facing the Telecommunications Industry in a New Human Centric & Internet of Things (IoT) Era

Chair: Zsehong Tsai, Professor of National Taiwan University
Panelists: Richard Clarke, Assistant Vice President of Economic and Regulatory Policy, AT&T (USA)
Jan Krancke, Vice President of Regulatory Strategy and Economics, Deutsche Telekom (Germany)
James Jeng, President of Taiwan Mobile (Taiwan)
Hong Beom Joen, Senior Vice President of Infra Laboratory, KT Corp. (Korea)

Plenary session for Academics (B1)

10:30 am – 12:00 pm, 27 June 2016 at 3/F Ballroom A, Regent Taipei

Retrospective and Prospective of Telecommunications Policy Research

Chair: Erik Bohlin, Chairman of International Telecommunications Society; Professor of Chalmers University of Technology
Panelists: Petrus H. Potgeiter, Professor of University of South Africa
Christopher S. Yoo, John H. Chestnut Professor of Law University of Pennsylvania
Ting Jie Lyu, Professor and Dean School of Management & Economics, Beijing University of Posts & Telecom
Dong Hee Shin, Professor of Sungkyunkwan University
# Parallel Sessions and Session Chairs

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Sessions A2-A6</th>
<th>A7 Social Media I</th>
<th>A8 Consumer I</th>
<th>A9 Network Neutrality</th>
<th>A10 OTT I</th>
<th>A11 Public Participation</th>
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<tbody>
<tr>
<td>6/27 (Mon)</td>
<td>13:00-14:10</td>
<td>Parallel</td>
<td>Hudson Heather</td>
<td>Karl-Heinz</td>
<td>Rob Frieden</td>
<td>Shu-Chu</td>
<td>Akihiro Nakamura</td>
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<td>Digital Inclusion</td>
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<td>Policy &amp;</td>
<td>Rekha Jain</td>
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<th>A12 Broadband</th>
<th>A13 Spectrum</th>
<th>A14 Panel: Big data uses and policies</th>
<th>A15 Convergence</th>
<th>A16 Social Media II</th>
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<td>15:40-16:50</td>
<td>Parallel</td>
<td>Richard</td>
<td>Barbara</td>
<td>Jean Paul Simon</td>
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<th>Sessions B2-B6</th>
<th>B2 OTT II</th>
<th>B3 Impact</th>
<th>B4 Consumer II</th>
<th>B5 Corporate</th>
<th>B6 Privacy</th>
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<td>Xu Yan</td>
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<th>Sessions B7-B11</th>
<th>B7 Digital</th>
<th>B8 Consumer</th>
<th>B9 Market Analysis II</th>
<th>B10 IoT</th>
<th>B11 Mobile Analysis III</th>
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<tr>
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<th>Time</th>
<th>Sessions B12-B16</th>
<th>B12 Sponsored Panel: IoT and Telecom Industry</th>
<th>B13 Mobile II</th>
<th>B14 ICT Industry 4.0</th>
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<th>Date</th>
<th>Time</th>
<th>Sessions C1-C3</th>
<th>C1 Government &amp; Cloud</th>
<th>C2 Big Data</th>
<th>C3 Broadcasting</th>
<th>C4 Digital Inclusion III</th>
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<tr>
<td>6/29 (Wed)</td>
<td>09:30-10:40</td>
<td>Closing</td>
<td>Rohan Samarajiva</td>
<td>Ann Skudlark</td>
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<td>6/29 (Wed)</td>
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<td>Closing Ceremony</td>
<td>Rohan Samarajiva</td>
<td>Ann Skudlark</td>
<td>Masatsugu</td>
<td>Stanford L. Levin</td>
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A2 Market Diffusion of Hardware  【Chair: Karl-Heinz Neumann】
Study on the effect of data localization requirement policy to protect domestic data center industry
Junko Kawauchi, Otemon Gakuen University, Japan
Takeshi Shinohara, Otemon Gakuen University, Japan
Makoto Yokozawa, Kyoto University, Japan

The factors affecting the low diffusion of tablet-PCs in Korea
Moon-Koo Kim, ETRI, Republic of Korea
Jong-Hyun Park, ETRI, Republic of Korea

Applications and social acceptance of smart wearable devices in disasters
John Cheng, Waseda University, Japan
Hitoshi Mitomo, Waseda University, Japan

A3 Digital Inclusion (I)  【Chair: Johannes Bauer】
Analysis of the critical mass of mobile broadband diffusion in OECD member countries
Sobee Shinohara, KDDI Research Institute, Japan
Hiroyuki Morikawa, The University of Tokyo, Japan
Masatsugu Tsuji, University of Hyogo, Japan

The Internet and inequality: Socio-economic challenges of the hyperconnected society
Johannes Bauer, Michigan State University, USA

A study of access to information services in daily life in rural areas- The cases on the western part of Saitama Prefecture
Yoshihiro Kuroyama, Tokyo university of Marine Science and Technology, Japan

A study on universal services in Vietnam from an institutional perspective
Thai Do Manh, CMI, Aalborg University, Denmark
Morten Falch, CMI, Aalborg University, Denmark
Idongesit Williams, CMI, Aalborg University, Denmark

What can be expected and what can be done- Setting up the future universal service obligation scheme in the post China Australia free trade agreement era
Grace Li, University of Technology Sydney, Australia

A4 Market Analysis (I)  【Chair: Yuntsai Chou】
Understanding multiscreen video consumption: Examining viewers' media multitasking motivations, polychronic tendency and media repertoire
Trisha T. C. Lin, Nanyang Technological University, Singapore
Yi-Hsuan Chiang, Shih Hsin University, Taiwan
John Robert Razote Bautista, Nanyang Technological University, Singapore
Winston Teo, Nanyang Technological University, Singapore
OTT Impacts on Taiwan Cable TV Channel Operators: Cost-Benefit Analysis for Response Strategies
Shin-Tzu Cheng, National Cheng Kung University, Taiwan
Kuang-Chiu Huang, National Cheng Kung University, Taiwan

The metric system of social benefit evaluation of telecommunications industry
Luona Song, Beijing University of Posts and Telecommunications, China
Tingjie Lu, Beijing University of Posts and Telecommunications, China
Xia Chen, Beijing University of Posts and Telecommunications, China
Xi Yang, Beijing University of Posts and Telecommunications, China
Cong Gao, Beijing University of Posts and Telecommunications, China

Will conventional voice service in telecommunications disappear? An observation on intra-demand shift in Taiwan’s telecommunications industry
Chih Cheng Chen, Yuan Ze University, Taiwan

A5 Policy & Regulation (I)  【Chair: Rekha Jain】
Is policy adapting to its market, or vice-versa? Evaluation of policy measures on the FTTH market.
Marlies Van der Wee, Ghent University – iMinds, Belgium
Albert Domingo, Universitat Pompeu Fabra, Spain
Miquel Oliver, Universitat Pompeu Fabra, Spain
Sofie Verbrugge, Ghent University – iMinds, Belgium

Asymmetric regulation, price elasticity of demand and congestion
Mu-Yen Hsu, National Chengchi University, Taiwan
Shu-Hua Li, National Chengchi University, Taiwan

A model for Internet governance for India
Rekha Jain, IIMA, India

The spatial limitation of online content regulation: How jurisdictional judgments envisage the Internet
Tingyu Kang, National Chengchi University, Taiwan

A6 Mobile (I)  【Chair: Anders Henten】
The standardisation process of 5G: An unbound boundary object?
Jannick Sørensen, Aalborg University, Denmark
Reza Tadayoni, Aalborg University, Denmark
Anders Henten, Aalborg University, Denmark

Users’ preference for IoT healthcare application for lifestyle disease management- Research method: Conjoint analysis
A traffic balancing strategy with guaranteed QoS for LAA-LTE in small cell heterogeneous networks
Ruei-Hong Fang, National Chiao Tung University, Taiwan
Wei-Sheng Lai, National Chiao Tung University, Taiwan
Hai-Wei Wang, Telecom Technology Center, Taiwan
Ta-Sung Lee, National Chiao Tung University, Taiwan

Penalty paradox: Ineffectiveness of the penalty on illegal mobile handset subsidies
Min Sung Kim, Korea University, Republic of Korea
Seongcheol Kim, Korea University, Republic of Korea
Changi Nam, Korea Advanced Institute of Science and Technology, Republic of Korea

A7 Social Media (I) 【Chair: Hudson Heather】
Mobile games and social media corporation: Line games in Taiwan
Yenshen Chen, National Chiao Tung University, Taiwan

How Japanese firms collaborate with consumers for product innovation by social media use
Hiroki Idota, Kindai University, Japan
Teruyuki Bunno, Kindai University, Japan
Masatsugu Tsuji, University of Hyogo, Japan

The alternative polling in the 2016 presidential election in Taiwan: The analysis of the Facebook user profiles and interactions
Yuntsai Chou, Yuan Ze University, Taiwan

Weibo, Wechat, We the Entrepreneurs under the Milieu of Internet Plus: A Clarification on How to do Business in Networked China
Qiaoqi Lang, Southwest Jiaotong University, China

A8 Consumer (I) 【Chair: Kiyotaka Yuguchi】
Transformation of television and video through broadband and changing consumer preferences
Aniruddha Banerjee, Centris Marketing Science, USA

Investigating competitive dynamics among mobile news platforms
Jaewon Choi, Korea University, Republic of Korea
Seongcheol Kim, Korea University, Republic of Korea

Measuring consumer preference of music streaming services
Jiwhan Kim, KAIST, Republic of Korea
Changi Nam, KAIST, Republic of Korea
A radical U.S. policy trajectory: Further erosion of judicial consumer protection remedies
Barbara A. Cherry, Indiana University, USA

A9 Network Neutrality【Chair: Rob Frieden】
Conflict in the network of networks: How Internet service providers have shifted from partners to adversaries
Rob Frieden, Penn State University, USA

A study on the path to network neutrality in China in the Internet Era
Xuanqi Ou, Beijing University of Posts and Telecommunications, China
Tingjie Lyu, Beijing University of Posts and Telecommunications, China
Xia Chen, Beijing University of Posts and Telecommunications, China

Network neutrality and Internet innovation
Johannes Bauer, Michigan State University, USA
Günter Knieps, University of Freiburg, Germany

The two-lane Internet: Banning it or fostering its openness?
Man Ho Au, The University of Hong Kong, Hong Kong

A10 OTT (I)【Chair: Shu-Chu Sarrina Li】
Lifestyles and gratifications obtained from new television media: A comparison among OTT, IPTV, and digital cable in Taiwan
Shu-Chu Sarrina Li, National Chiao Tung University, Taiwan

Willingness to pay for OTT services in Korea
Eun Kim, Korea University, Republic of Korea
Junghwan Kim, NAVER, Republic of Korea
Seongcheol Kim, Korea University, Republic of Korea

Platform strategies perspective on OTT messaging services: A case study of WeChat and Line
Hung-Hsuan Chen, National Chengchi University, Taiwan

A comparative analysis of OTT-TV innovative business models in Taiwan and mainland China
Ming-Yi Tu, Shih Hsin University, Taiwan
Pi-Fang Hsu, Shih Hsin University, Taiwan
Ching-Ho Chen, Shih Hsin University, Taiwan

A11 Public Participation【Chair: Akihiro Nakamura】
Dialogic principles in Facebook of environmental nonprofit organization: A case study of
the global warming issue of 2015 Climate Summit in Paris
Chiu Yi-Tsen, National Chengchi University, Taiwan

ICT use and public participation in science: The role of user motivation and heterogeneous discussion on Facebook
Cheng-Ying Wu, National Chengchi University, Taiwan

The apps and web services in disaster management: The comparative study between Taiwan and Japan
Chiung-Wen Hsu, National Chengchi University, Taiwan

**A12 Broadband**  【Chair: Richard Schultz】

Dimensions of broadband policies and developments
Anders Henten, Aalborg University, Denmark
Morten Falch, Aalborg University, Denmark

Broadband development in Southeast Asia: Barriers and solutions to national coverage
Elizabeth Fife, University of Southern California, USA
Francis Pereira, University of Southern California, USA
Xinru Ma, University of Southern California, USA

Universal service in the broadband age: Lessons from the Canadian experience
Richard Schultz, McGill University, Canada

**A13 Spectrum**  【Chair: Barbara Cherry】

Mechanisms to incentivize shared-use of spectrum
Hans Ihle, NERA Economic Consulting, Japan
Richard Marsden, NERA Economic Consulting, USA

The opportunities and challenges to develop the spectrum sharing scheme in Taiwan
Szu-Liang Wang, Telecom Technology Center, Taiwan
Chih-Yu Chen, Telecom Technology Center, Taiwan
Calvin Chang, Telecom Technology Center, Taiwan
Miles Wang, Telecom Technology Center, Taiwan
Liang-Jiun Jiang, Telecom Technology Center, Taiwan

Who regulates best? The battle of control over radio spectrum between the EU and National Regulatory Authorities: Selected case studies
Maria Massaro, Chalmers University of Technology, Sweden
Erik Bohlin, Chalmers University of Technology, Sweden

How to elaborate a regulatory framework for spectrum sharing?
Kiyotaka Yuguchi, Sagami Women's University, Japan
A14 Panel
Panel: Big data uses and policies
Chair: Jean Paul Simon, JPS Public Policy, Spain
Panelists: Yuntsai Chou (Yuan Ze University, Taiwan), Rohan Samarajiva (LirneAsia, Sri Lanka), Yu-li Liu (National Chengchi University, Taiwan), Claudio Feijoo (co-director, Sino-Spanish Campus, Tongji University Shanghai, China), José-Luis Gómez-Barroso (UNED, Spain)

A15 Convergence【Chair: Stephen Schmidt】
Mainland TV drama going abroad in the age of three network convergence
Richard Wu, University of Hong Kong, Hong Kong
Grace Leung, The Chinese University of Hong Kong, Hong Kong

Reading together, profit together? A case of media convergence in China
Xiaojin Li, University of Macau, Macao
Yvonne Xiaojing Gong, University of Macau, Macao

IM: Convergence or competition with traditional Telecom Service?
Aihua Zhang, Beijing University of Posts and Telecommunications, China
Bo Yuan, Beijing University of Posts and Telecommunications, China
Sha Yan, Beijing University of Posts and Telecommunications, China
Krishna Jayakar, Penn State University, United States of America

Unpacking fixed-mobile broadband demand convergence in North-East Asia
Maria Bourna, Waseda University, Japan

A16 Social Media (II)【Chair: Brigitte Preissl】
Is there a need? Analysis of parents’ elaboration on a controversial rotavirus vaccine in an online discussion forum
Debbie Goh, Nanyang Technological University, Singapore
Jianxing Chi, Fujian Normal University, China

A study on the factors affecting the conflict strategies of on/offline organizations: Focusing on the effects of organizational jargons and personal use of social media
Jongtae Lee, Seoul Women’s University, Republic of Korea
U Jin Baek, Seoul Women’s University, Seoul, Republic of Korea

Reflections on the development and the use of collective intelligence by Internet industry: take APP “Ali Crowdsourcing” as the main research object
Lingyu Wang, Zhejiang University of Technology, China
**B2 OTT (II)  【Chair: Aniruddha Banerjee】**

**How to regulate OTT : TV model, Internet model or a hybrid model?**  
Christy Yachi Chiang, National Taipei University of Technology, Taiwan

**Why not cooperative among OTT players in Taiwan?**  
Kuo-Feng Tseng, National Chengchi University, Taiwan

**The Interaction between subscribers and OTT video platform with advertisement avoidance software**  
Yun-Hua Chang, National Cheng Kung University, Taiwan  
Kuang-Chiu Huang, National Cheng Kung University, Taiwan

**The development of OTT TV and its regulatory implications in Taiwan**  
Chih-Liang Yeh, Yuan Ze University, Taiwan  
Chih-Wen Huang, Telecom Technology Center, Taiwan

**B3 Impact Analysis  【Chair: Martha Garcia-Murillo】**

**Smart containers: Quantifying the potential impact**  
Frederic Vannieuwenborg, Ghent University – iMinds, Belgium  
Bart Lannoo, Ghent University – iMinds, Belgium  
Sofie Verbrugge, Ghent University – iMinds, Belgium  
Didier Colle, Ghent University – iMinds, Belgium

**The impacts of civic media on the progress of social movements: A case study of Hong Kong and Taiwan**  
Marta Soler Alemany, Waseda University, Japan  
Hitoshi Mitomo, Waseda University, Japan

**Individual to individual services and the future of work**  
Martha Garcia-Murillo, Syracuse University, USA  
Ian Macinnes, Syracuse University, USA  
Johannes Bauer, Michigan State University, USA

**B4 Consumer (II)  【Chair: Xu Yan】**

**Emotional character design and consumer perception- A study using virtual characters designed**  
Yi-Lin Yu, Fu Jen Catholic University, Taiwan  
Tsai-Shin Fong, Fu Jen Catholic University, Taiwan

**An empirical study of life satisfaction approach to measure benefits of television viewing**  
Naoko Okuyama, Kobe University, Japan

**Self-regulation in the telecommunication industry- A case study of customer complaint**
settlement scheme (CCSS) mediation center of Hong Kong
Amit Ranjan, Hong Kong University of Science and Technology, Hong Kong
Xu Yan, Hong Kong University of Science and Technology, Hong Kong

Analysis of to the factors affecting satisfaction from internet services and TV programs of the Japanese public broadcasting service
Teppei Koguchi, Shizuoka University, Japan

**B5 Corporate  【Chair: Jason Whalley】**
From phones to football: A longitudinal analysis of the changing strategic focus of British telecom
Peter Curwen, Northumbria University, United Kingdom
Jason Whalley, Northumbria University, United Kingdom

Founder’s pre-founding experience and start-up performance
Koungjin Lim, Korea Advanced Institute of Science and Technology, Republic of Korea
Youngsun Kwon, Korea Advanced Institute of Science and Technology, Republic of Korea

Corporate advertisements and the investor attention effect: Evidence from the television commercials
Hiroyuki Aman, Kwansei Gakuin University, Japan
Norihiro Kasuga, Konan University, Japan
Hiroshi Moriyasu, Nagasaki University, Japan

Examining the social responsibility of internet platform providers for TV news channels in Taiwan
Wei-Wei Vivian Huang, National Chengchi University, Taiwan

**B6 Privacy  【Chair: Michael Latzer】**
“Friending” or not? Family types, privacy invasion and parent-child social networking on WeChat
Bolin Cao, City University of Hong Kong, Hong Kong
Lei Wang, Chinese University of Communication, China
Kun Peng, City University of Hong Kong, Hong Kong

Individuals’ self-protection of online privacy: Skills, digital inclusion and governance
Moritz Büchi, U of Zurich, Switzerland
Natascha Just, U of Zurich, Switzerland
Michael Latzer, U of Zurich, Switzerland

Runaway Information Privacy: Trade-off between Protection and Efficiency
Wan-Wen Day, National Chung-Cheng University, Taiwan
**B7 Digital Inclusion (II)  [Chair: Changi Nam]**

*Understanding mobile broadband usage: Implications for digital divide*
Chun Liu, Southwest Jiaotong University, China  
Lian Wang, Southwest Petroleum University, China

*Social media and inclusion for the disability community in Japan*
Muneo Kaigo, University of Tsukuba, Japan

*An effect research of mobile media on “Access Gap” and “Usage Gap” of young migrant workers in Hangzhou*
Yao Lin, Zhejiang University of Technology, China

**B8 Consumer (III)  [Chair: Vivian Huang]**

*Understanding the symptoms and psychological antecedents of smartphone addiction among young working adults in China*
Li Li, Nanyang Technological University, Singapore  
Trisha T. C. Lin, Nanyang Technological University, Singapore

*Consumer preferences for retaining telecommunication services compared to enhancing other public utility services*
Akihiro Nakamura, Yokohama City University, Japan

*Factors affecting consumers preference of MNO- Mobile banking to retail banking: Empirical evidence from developing countries*
Kalenzi Cornelius, KAIST, Republic of Korea  
Youngsun Kwon, KAIST, Republic of Korea

*A consumer survey on e-book in Japan*
Masashi Ueda, Kyoto Sangyo University, Japan

**B9 Market Analysis (II)  [Chair: Claudio Feijoo]**

*A study on the deployment of high-speed broadband networks in NUTS3 regions within the framework of digital agenda for Europe*
Claudio Feijoo, Technical University of Madrid / Tongji University Shanghai, Spain  
Cristina Armuña, Technical University of Madrid, Spain  
Sergio Ramos, National Distance Learning University, Spain  
José-Luis Gómez-Barroso, National Distance Learning University, Spain

*Co-opetition between mobile operators: Using network sharing strategies as an example*
Yeh-Hsiang Hsu, Shih Hsin University, Taiwan

*How to catch a unicon? An exploration of the universe of tech companies with high market capitalization*
A comparative analysis and research of telecommunication services industry open environment and access policy between China and other countries
Xi Yang, Beijing University of Posts and Telecommunications, China
Tingjie Lyu, Beijing University of Posts and Telecommunications, China
Xia Chen, Beijing University of Posts and Telecommunications, China
Guoteng Xu, China Academy of Information and Communications Technology, China
Luona Song, Beijing University of Posts and Telecommunications, China

B10 IoT  【Chair: Hitoshi Mitomo】
Developing a user-based model of quality of experience for the Internet of things
Dong-Hee Shin, Sungkyunkwan University, Republic of Korea
Sungho Kim, Sungkyunkwan University, Republic of Korea
Minho Joo, Sungkyunkwan University, Republic of Korea
Jaegil Lee, Sungkyunkwan University, Republic of Korea

IoT development and some critical regulatory issues in Taiwan and China
Yu-Wen Huang, National Cheng Kung University, Taiwan, Taiwan

Expectation on IoT services and choices of broadband access technology
Tatcha Sudtasan, Waseda University, Japan
Hitoshi Mitomo, Waseda University, Japan

B11 Market Analysis (III)  【Chair: Youngsun Kwon】
The development of the telecom industry in Ghana in light of the land rental system
Alexander Osei-Owusu, Aalborg University, Denmark
Anders Henten, Aalborg University, Denmark

Are popular wireless services like Wi-Fi and GPS becoming the pirate radio of the 21st century?
Richard Clarke, AT&T, USA

B12 Panel
Panel: IoT and telecom industry: Taiwan perspective
Chair: Claudia Peng (CBIT)
Panelists: Hong-Chan Ma (Chunghwa Telecom), Sherman Lee (Far EasTone Telecommunications), Robin Chen (Asia Pacific Telecom), Shing Chu (Taiwan Star Telecom), Hermann Huang (Taiwan Mobile)
An analysis of mobile-only user: Implication for wireless infrastructure roll out and regulation
Chalita Srinuan, King Mongkut’s Institute of Technology, Thailand

Mobile-only consumers arise from heterogeneous valuation of fixed services
Julienne Liang, Orange, France
Marc Petulowa, POST Luxembourg, Luxembourg

Analyzing innovation resistance in the case of platform based mobile payment system
Hyoeun Park, KAIST, Republic of Korea
Changi Nam, KAIST, Republic of Korea

Mobile broadband towards an all-mobile environment: Assessing the effects spectrum-bands distribution and management on service penetration
Arturo Robles-Rovalo, Instituto Federal de Telecomunicaciones (IFT), Mexico

Opportunities and Challenges of Industry 4.0
Praveen Anumolu, ASR International, USA
Polavarapu Rao, Long Island University- Post Campus, USA

The role of information and communication technology (ICT) in China’s economic growth
Xuchen Lin, Beijing University of Posts and Communications, China
Tingjie Lyu, Beijing University of Posts and Communications, China
Xia Chen, Beijing University of Posts and Communications, China
Haidong Lei, Beijing University of Posts and Communications, China

The relationship between corporate sustainability performance and CFP for ICT industry
Seonmin Jung, KAIST, Republic of Korea
Changi Nam, KAIST, Republic of Korea
Dong-Hun Yang, Dongguk University, Republic of Korea
Seongcheol Kim, Korea University, Republic of Korea
C1 Government & Cloud  【Chair: Rohan Samarajiva】

Regulation under constrained capacity: Lessons for Myanmar
Rohan Samarajiva, LIRNEasia, Sri Lanka
Gayani Hurulle, LIRNEasia, Sri Lanka

Lessons from Japan’s municipal Wi-Fi projects: Business models and emergency controls
Toshiya Jitsuzumi, Kyushu University, Japan

Advancement of cloud computing use and its impact on macroeconomics in Japan
Atsushi Ozu, The University of Tokyo, Japan
Norihiro Kasuga, Konan University, Japan
Hiroyuki Morikawa, The University of Tokyo, Japan

C2 Big Data  【Chair: Ann Skudlark】

Big data analytics for transportation planning
Ann Skudlark, AT&T, USA
Jean-Francois Paiement, AT&T, USA
Colin Goodall, AT&T, USA
Alexei Pozdnukhov, University of California – Berkeley, USA
Mogeng Yin, University of California – Berkeley, USA
Sid Feygin, University of California – Berkeley, USA

The US experience with regulation of the data broker industry in the era of data economy
Huei-Ying Hsu, Shih Hsin University, Taiwan
Chih-Liang Yeh, Yuan Ze University, Taiwan

Personal data protection policy adoption: An exploratory study of telco industry’s implementation
Hui Na Chua, Sunway University, Malaysia
Siew Fan Wong, Sunway University, Malaysia
Younghoon Chang, BNU-HKBU United International College, China
Chor Min Tan, Celcom Axiata, Malaysia
May Fen Gan, Sunway University, Malaysia

“Do Not Track” methodology in the information age
Fa-Chang Cheng, National Kaoshiung First University of Science and Technology, Taiwan

C3 Broadcasting  【Chair: Masatsugu Tsuji】

Cost benefit analysis of portfolio management of public service broadcaster: A Case of Japan’s NHK
Yoshiharu Ichikawa, Keio University, Japan
Masatsugu Tsuji, University of Hyogo, Japan

Does non-governmental business white paper have the effects? The cases of Cloud & Connect TV Forum (CCTF) White Paper in Taiwan
Tao-Ming Chuang, Shin Hsin University, Taiwan

The value of punishment for free riders: A case study on the receiving fee system of the
Japanese public broadcasting
Hisanobu Kakizawa, Osaka University, Japan

C4 Digital Inclusion (III) 【Chair: Stanford L. Levin】
Digital inclusion in the far north: Institutional adoption of broadband in rural Alaska
Heather Hudson, University of Alaska Anchorage, USA

Broadband Adoption: Translating the Digital Divide Literature into Effective Government
Policies and Actions
Stanford L. Levin, Southern Illinois University Edwardsville, USA
Stephen Schmidt, TELUS Communications Corporation, Canada
Graham Scott, St. Lawrence University and Dartmouth College, USA

Digital inclusion, digital divides, and online civic engagement
Hsin-Yi Tsai, National Chiao Tung University, Taiwan