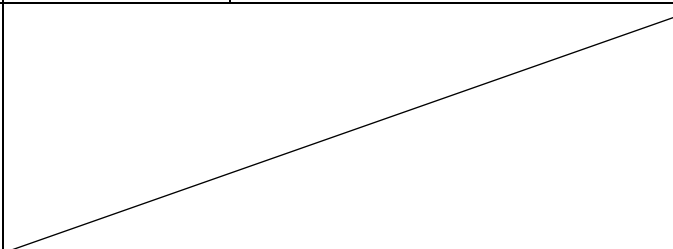


**The 2016 International Telecommunications Society Biennial Conference, Taipei, Taiwan**

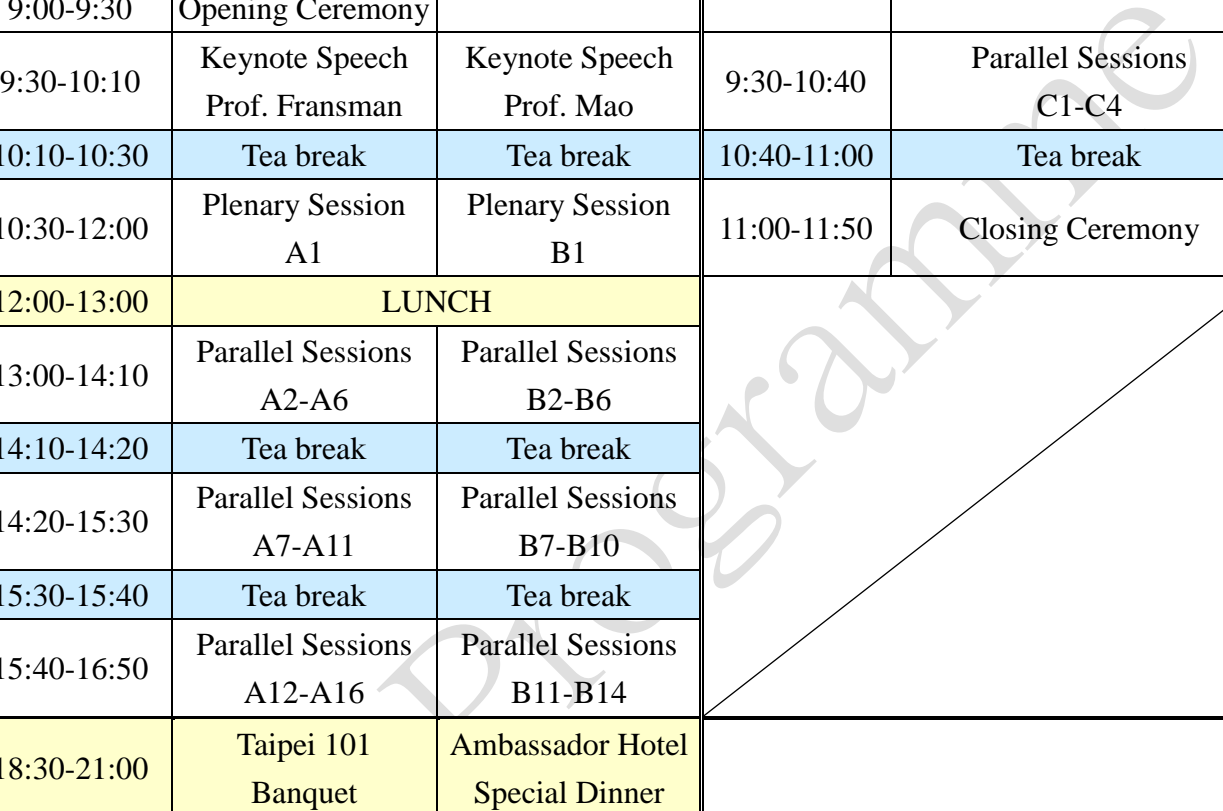
**Final Programme**

**June 22, 2016**

**Pre-Conference and Post-Conference Tours**

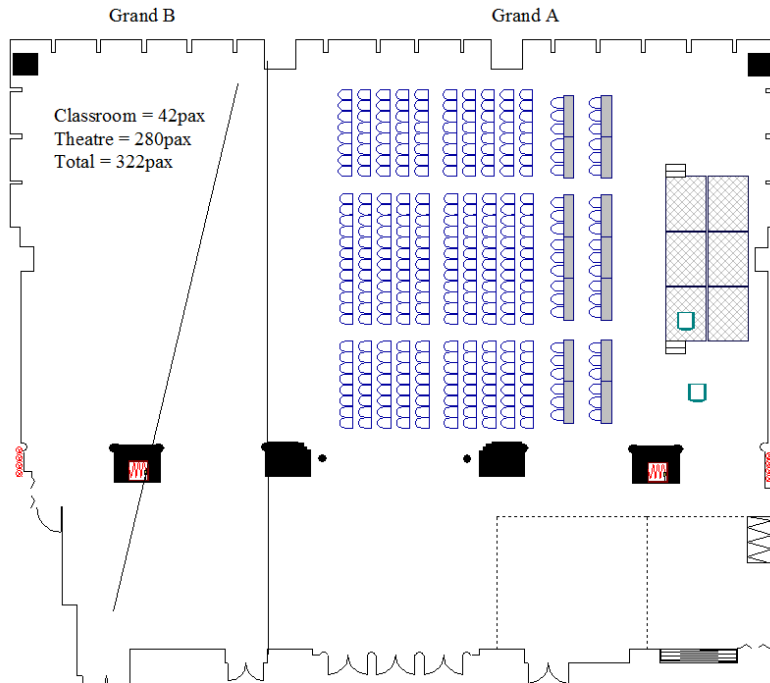
	6/26 (Sun)		6/30 (Thurs)
08:40-17:00	<p><b>Pre-Conference Taipei City Tour</b></p> <p><b>(Free tour for the registered participants only)</b></p>	06:40-17:00	<p><b>Post-Conference Tainan Tour</b></p> <p><b>(Registered Participants should be responsible for HSR fares)*</b></p> <p><b>*Up to 60 persons</b></p>
18:30-21:00	<p><b>Welcome Reception</b></p>		

### Program at a Glance

	6/27 (Mon)	6/28 (Tue)		6/29 (Wed)
9:00-9:30	Opening Ceremony			
9:30-10:10	Keynote Speech Prof. Fransman	Keynote Speech Prof. Mao	9:30-10:40	Parallel Sessions C1-C4
10:10-10:30	Tea break	Tea break	10:40-11:00	Tea break
10:30-12:00	Plenary Session A1	Plenary Session B1	11:00-11:50	Closing Ceremony
12:00-13:00	LUNCH			
13:00-14:10	Parallel Sessions A2-A6	Parallel Sessions B2-B6		
14:10-14:20	Tea break	Tea break		
14:20-15:30	Parallel Sessions A7-A11	Parallel Sessions B7-B10		
15:30-15:40	Tea break	Tea break		
15:40-16:50	Parallel Sessions A12-A16	Parallel Sessions B11-B14		
18:30-21:00	Taipei 101 Banquet	Ambassador Hotel Special Dinner		

# Floor Plan

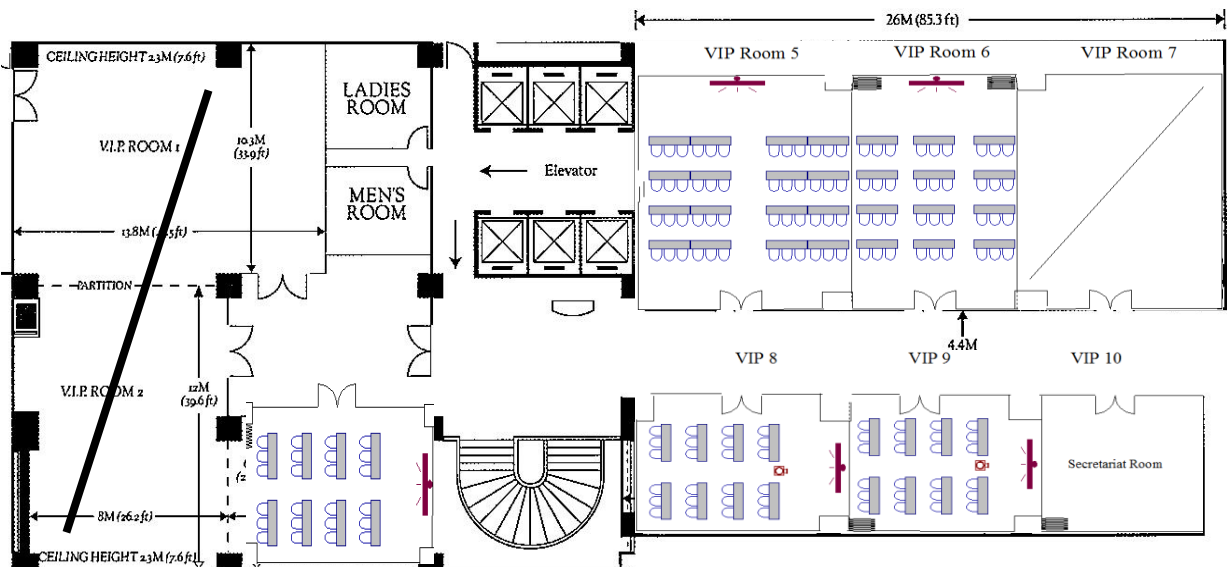
## 3/F Ballroom A (Opening ceremony, keynote speeches and plenary sessions)



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

### VIP 1-3 (4F) FUNCTION ROOMS

### JUNIOR BALLROOM OR FUNCTION ROOMS VIP 5-10 (4F)



## **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

**Chritopher 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

VIP Room 3	VIP Room 5	VIP Room 6	VIP Room 8	VIP Room 9
6/27 (Mon) 13:00-14:10 Parallel Sessions A2-A6				
A2 Market Diffusion of Hardware <i>Karl-Heinz Neumann</i>	A3 Digital Inclusion I <i>Johannes Bauer</i>	A4 Market Analysis I <i>Yuntsai Chou</i>	A5 Policy & Regulation <i>Rekha Jain</i>	A6 Mobile I <i>Anders Henten</i>
6/27 (Mon) 14:20-15:30 Parallel Sessions A7-A11				
A7 Social Media I <i>Hudson Heather</i>	A8 Consumer I <i>Kiyotaka Yuguchi</i>	A9 Network Neutrality <i>Rob Frieden</i>	A10 OTT I <i>Shu-Chu Sarrina Li</i>	A11 Public Participation <i>Akihiro Nakamura</i>
6/27 (Mon) 15:40-16:50 Parallel Sessions A12-A15				
A12 Broadband <i>Richard Schultz</i>	A13 Spectrum <i>Barbara Cherry</i>	A14 Panel: Big data uses and policies <i>Jean Paul Simon</i>	A15 Convergence <i>Stephen Schmidt</i>	A16 Social Media II <i>Brigitte Preissl</i>
6/28 (Tue) 13:00-14:10 Parallel Sessions B2-B6				
B2 OTT II <i>Aniruddha Banerjee</i>	B3 Impact Analysis <i>Martha Garcia-Murillo</i>	B4 Consumer II <i>Xu Yan</i>	B5 Corporate <i>Jason Whalley</i>	B6 Privacy <i>Michael Latzer</i>
6/28 (Tue) 14:20-15:30 Parallel Sessions B7-B11				
B7 Digital Inclusion II <i>Changi Nam</i>	B8 Consumer III <i>Vivian Huang</i>	B9 Market Analysis II <i>Claudio Feijoo</i>	B10 IoT <i>Hitoshi Mimoto</i>	/
6/28 (Tue) 15:40-16:50 Parallel Sessions B12-B16				
B11 Market Analysis III <i>Youngsun Kwon</i>	B12 Sponsored Panel: IoT and Telecom Industry <i>Claudia Peng</i>		B13 Mobile II <i>Bronwyn Howell</i>	B14 ICT Industry 4.0 <i>Seongcheol Kim</i>
6/29 (Wed) 09:30-10:40 Parallel Sessions C1-C3				
C1 Government & Cloud <i>Rohan Samarajiva</i>	C2 Big Data <i>Ann Skudlark</i>	/	C3 Broadcasting <i>Masatsugu Tsuji</i>	C4 Digital Inclusion III <i>Stanford L. Levin</i>
6/29 (Wed) 11:00-11:50 Closing Ceremony				
VIP Room 5 & 6				

## **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, Otomon Gakuin University, Japan  
Takeshi Shinohara, Otomon Gakuin 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

### **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

## **A3 Digital Inclusion (I) 【Chair: Johannes Bauer】**

### **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 Lyu, 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**



Suwon Kim, Korea University, Republic of Korea  
Seongcheol Kim, Korea University, Republic of Korea

**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**

Xiaoqin 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**

Tepei 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**

Simon Jean Paul, JPS Public Policy Consulting, Spain

### **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

#### **Exploring and measuring smartphone model entry strategies: A case of the United States smartphone market**

Kyungyul Lee, KAIST, Republic of Korea

Youngsun Kwon, KAIST, Republic of Korea

#### **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)



## **B13 Mobile (II)   【Chair: Bronwyn Howell】**

### **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**

Hyeon 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

## **B14 ICT Industry 4.0   【Chair: Seongcheol Kim】**

### **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