



Towards a digital future: Turning technology into markets?

29th ITS European Conference
Trento, Italy, 1st – 3rd August 2018



**UNIVERSITY
OF TRENTO - Italy**

Department of Economics and Management

Programme Overview, 1st – 3rd August

Wednesday, 1 st August		Thursday, 2 nd August		Friday, 3 rd August	
		08.30-9.00	Registration		
		09.00-10.30	Opening session	09.30-10.30	Parallel Sessions 4
		10.30-11.00	Coffee	10.30-11.00	Coffee
		11.00-12.30	Parallel Sessions 1	11.00-12.30	Parallel Sessions 5
		12.30-13.30	Lunch	12.30-13.30	Lunch
		13.30-15.00	Parallel Sessions 2	13.30-15.00	Parallel Sessions 6
		15.00-15.30	Coffee	15.00-15.30	Coffee
		15.30-17.00	Parallel Sessions 3	15.30-17.00	Parallel Sessions 7
18.00-21:00	Welcome reception – Castello del Buonconsiglio	18.00-	Wine tasting – Cantina Pisoni, Pergolese	18.30-	Conference Dinner – Prime Rose (Levico Terme)

Venue – Department of Humanities

Dipartimento di Lettere e
Filosofia / Department of
Humanities,
Via Tommaso Gar 14,
38122 Trento



Opening session 09.00 – 10.30

Opening session, Auditorium	Prof. Paolo Collini, The Rector, University of Trento Stephen Schmidt, Chairman, International Telecommunications Society Prof. Carlo Cambini, Politecnico di Torino, <i>'Broadband and regulation – How can better research help?'</i> Prof. Pat Longstaff, Senior Research Fellow, Moynihan Institute of Global Affairs, Syracuse University, <i>'Artificial intelligence and public policy': Is it already too late?'</i>

Parallel Session 1: 11.00 - 12.30

Broadband 1	Innovation	Wireless 1	Internet of Things
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Nikos Ioannou, Dimitris Katsianis and Dimitris Varoutas - Comparative techno-economic evaluation of LTE fixed wireless access and FTTdp</p> <p>Asma Chiha, Marlies Van der Wee and Sofie Verbrugge - Techno-economic analysis of the viability of integrating satellite communication in 5G networks to bridge the broadband digital divide</p> <p>Bert Sadowski and Jason Whalley - Towards a forward-looking perspective on broadband in rural areas: Facilitating alternative broadband networks in Europe</p>	<p>Adrian Furner and Yan Xu – Working with academic partners effectively in the context of open innovation: The Practice of Huawei</p> <p>Roberto Balmer - Set-up and development of an innovation hub - A survey of large corporations in the mechanical engineering industry in Europe</p> <p>Camila Sionio and Alberto Nucciarelli – The impact of blockchain on the music industry</p>	<p>Lebourges Marc, Julienne Liang and François Jeanjean - Impact of mobile licenses duration on investment</p> <p>Eun Yu and Jaemin Jung - Factors affecting the bundling of mobile: both individual and household analyses</p> <p>Julio Navio-Marco, Adrian Arevalo-Aguirre and Raquel Perez-Leal - WiFi4EU: Analysis of a key European Commission’s initiative for public connectivity</p>	<p>Günter Knieps - Internet of Things, virtual networks and the economics of shared mobility</p> <p>Tracy Pearl - Compensation at the crossroads: Autonomous vehicles, the Internet of Things, and alternative victim compensation schemes</p> <p>Silvia Serrano-Calle, Tomás Robles, Diego Martín and Raquel Mateos - Digitalization of operations management with emotional and intelligence tools. blockchain and IoT integration, the last disruption?</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Parallel Session 2: 13.30 - 15.00

Broadband 2	Business models and value creation	Regulatory issues 1	Sustainability
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Paolo Gerli and Jason Whalley - Fibre to the countryside: a comparison of public and community initiatives in the UK</p> <p>Dylan Henderson and Neil Roche - From consensus to conflict in the policy mix for broadband deployment: What role for coordination?</p> <p>Wolfgang Briglauer, Volker Stocker and Jason Whalley - Public policy for high-speed broadband in the EU: The role of technological neutrality</p>	<p>Miquel Oliver, Gerson Prieto, Joan Moreno and David Sanchez - Using blockchain as a tool for tracking and verification of official degrees: business model</p> <p>Peter Baum - How might we use design thinking for digital business design and for creating digital business value?</p> <p>Jaewon Choi and Seongcheol Kim - An AHP approach toward evaluating IOT business ecosystem in Korea</p>	<p>James Alleman and Martin Taschdjian - Antitrust failures: The Internet giants</p> <p>Yachi Chiang - The legal challenge of share-economy: Taking UBER as example</p> <p>Genna Robb and Ryan Hawthorne - Net neutrality and market power: the case of South Africa</p>	<p>Andreas van Loon and Bert Sadowski - Greening by or greening of information and communication technologies: A patent-based analysis</p> <p>Michael Alexander Pearl - Realizing the benefits of ICT in the climate crisis: The deployment gap and legal impediments to smart agriculture and water</p> <p>Bob van den Berg, Bert Sadowski, Luuk Paals and Jan Smits - Towards sustainable data centers: Improving energy consumption in data centers in the Netherlands</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Parallel Session 3: 15.30 - 17.00

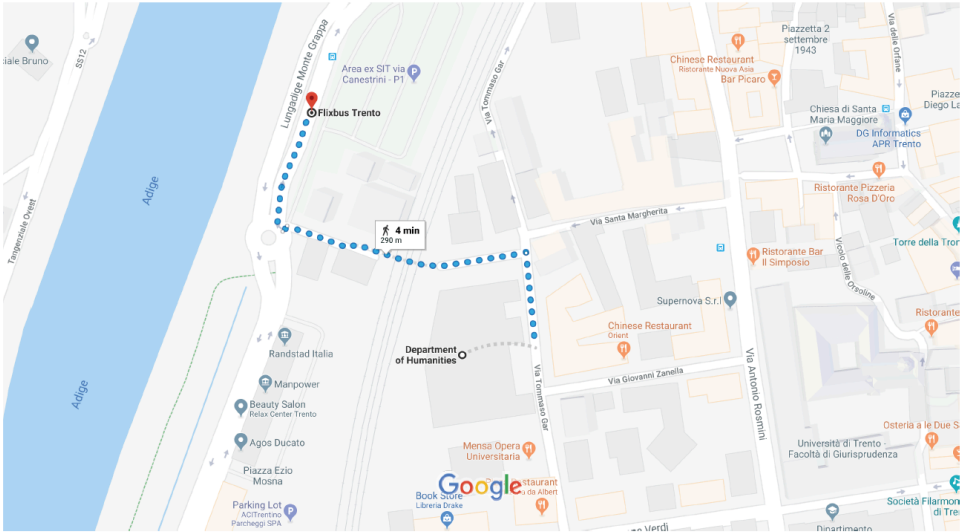
Broadband 3	Ecosystems and platforms	Consumer issues	Smartness
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Julienne Liang and Georges Hougbonon - The Impact of broadband Internet on employment in France</p> <p>Wolfgang Briglauer and Klaus Gugler - Go for Gigabit? First evidence on economic benefits of (Ultra-)Fast broadband technologies in Europe</p> <p>Georg Serentschy – Future of telecommunications, future of regulation</p>	<p>Mona Badran - Digital platforms in developing countries: A case study of “Jumia Egypt” digital platform</p> <p>Friso Bostoën - Online platforms and pricing: Adapting abuse of dominance assessment to the economic reality of free products?</p> <p>Alexandre de Streel - Online platforms liability: Should exceptionalism end?</p>	<p>Faruk Guven - Churn and loyalty behaviour of Turkish digital natives</p> <p>Seung Ho Yang and Changi Nam - Measuring consumer preferences for the attributes of virtual reality head-mount displays</p>	<p>Xiaoqin Li and Xiaojing Gong - Small or smart? An exploration of viable business models of media organizations under the lens of attention economy: The case of China</p> <p>Silvia Serrano-Calle and Erik Delarue - Smart technologies applied to the energy sector. Renewable energy expansion strengthened by digital communications and distributed ledger technologies?</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Wine tasting – Cantina Pisoni, Pergolese

Bus leaves at 18.00
Event starts at 18.30

Azienda Agricola Fratelli Pisoni
Via S. Siro 7/b Pergolese di Madruzzo
38076 SARCHE (TN) ITALY

Transport to the venue will leave from close by – see below



Friday, 3rd August

Parallel Sessions 4: 09.30-10.30

Broadband 4	Innovation	E-commerce	Zero-rating
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Valentin Lindlacher and Andreas Mazat - Market definition for broadband Internet: Need boundaries be drawn along bandwidth?</p> <p>William Lehr, David Clark, Steve Bauer, Arthur Berger and Philipp Richter - Whither the public Internet?</p>	<p>Masatsugu Tsuji, Yasushi Ueki, Hidenori Shigeno, Hiroki Idota and Teruyuki Bunno - ICT and two categories of R&D in the innovation process among firms in ASEAN countries based on firm-level survey data</p> <p>François Jeanjean - Impact of technical progress on the relationship between competition and investment</p>	<p>Teresa Garin-Muñoz, Teodosio Pérez-Amaral and Rafael López – Consumers' acceptance of e-Tourism</p> <p>Ángel Valarezo-Unda, Rafael López, Iñigo Herguera and Teodosio Perez - Adoption and expenditure on e-commerce: Evidence from pool and panel data in Spain</p>	<p>Laure Jaunaux and Marc Lebourges - Zero rating and end-users' freedom of choice: An economic analysis</p> <p>Daniel Schnurr and Lukas Wiewiorra - Bit-by-Bit towards unlimited: An analysis of zero rating and sponsored data practices of internet service providers</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Parallel Sessions 5: 11.00-12.30

Data & Big Data	Brexit from the EU perspective
Location: Aula 3	Location: Aula 5
<p>Victoria Fast, Daniel Schnurr and Michael Wohlfarth - The value of data in digital markets: Short-term competitive advantage or long-term market power?</p> <p>Can Atik - How 'Big Data' affects competition analysis across sectors: does one size fit all?</p> <p>José Luis Gómez-Barroso and Claudio Feijóo - Personal information disclosure: A social perspective approach</p>	<p>Moderator: Scott Marcus, Bruegel</p> <p>Panellists:</p> <p>Kip Meek, founder Communications Chambers</p> <p>Domagoj Jurjevic, independent consultant</p> <p>Brigitte Preissl, ZBW</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>	

Parallel Sessions 6: 13.30-15.00

Understanding markets	Wireless 2	Company strategies	Regulation
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Paola Olimpia Achard and Antonina Di Bernardino - Public private partnerships: Strategic assets and managerial models</p> <p>Kyungjin Nam and Hye-Jin Kim - Usage prediction of mobile games after a market launch by analyzing install penetration, usage penetration and open rate</p> <p>Paolo Gerli and Jason Whalley - How does public intervention perform in broadband markets? A systematic literature review</p>	<p>Athanasios Pachis and Demetrius Yannelis - Determinants of mobile broadband penetration: An empirical International study</p> <p>Steven Bauer and William Lehr - Measuring mobile broadband performance</p> <p>Fernando Beltran and Maria Massaro - Spectrum management for 5G: assignment methods for spectrum sharing</p>	<p>James Alleman – The threat of Internet platforms: Facebook, Google, etc</p> <p>Jason Whalley and Peter Curwen - Altice: A complex empire has been constructed but it comes with a mountain of debt</p>	<p>Jingshi Min Eriksson – Historical study of telecommunications regulation in Myanmar</p> <p>Prapanpong Khumon - Regulation for cross-border privacy in Southeast Asia: An institutional perspective</p> <p>Mehmet Unver - Regulatory harmonisation versus experimentation: Critical analysis of EU trajectory for electronic communications</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Parallel Sessions 7: 15.30-17.00

Broadband 5	Wireless 3	Using technology in times of disaster	Data & information
Location: Aula 3	Location: Aula 4	Location: Aula 5	Location: Aula 6
<p>Maude Hasbi - Impact of broadband and internet use on local economic growth and social development in Sub-Saharan Africa: Empirical evidence</p> <p>Yudi Adhi Purnama and Hitoshi Mitomo - The impact of ICT on regional economic growth: Empirical evidence from 34 provinces of Indonesia</p> <p>Covadonga Gijón and Jason Whalley - Broadband access speeds across the Northern Powerhouse: A comparative analysis of five English cities</p>	<p>Zoltan Papai, Gergely Csorba, Peter Nagy and Aliz McLean - Competition policy questions in mobile network sharing</p> <p>Bhavya Dummi Omkarappa, Jaume Benseny and Heikki Hämmäinen - Regulatory bottlenecks of wireless Internet diffusion in India</p> <p>Nicolas Wellmann - Hello ... Are you still there? An empirical analysis how market structure affects quality of mobile networks</p>	<p>Hitoshi Mitomo and Tokio Otsuka - Perceived value of broadcasting: Normal vs. restoration stages from earthquake disasters</p> <p>Tepei Koguchi and Toshiya Jitsuzumi - Analysis of people's willingness to use personalization services in times of disaster</p> <p>John Cheng and Hitoshi Mitomo - Multi-channel information dissemination for disaster evacuees – the case of the 2016 Kumamoto earthquake in Japan</p>	<p>Serafino Abate - Antitrust enforcement in data markets – Are new theories of harm hitting the mark?</p> <p>Bastian Haberer and Daniel Schnurr - An economic analysis of personal data markets</p> <p>René Arnold, J Scott Marcus, Georgios Petropoulos and Anna Schneider - Is data the new oil? Diminishing returns to scale</p>
<p>Note: The last speaker in each parallel session is the designated session chair and responsible for keeping the session on time.</p>			

Conference Dinner – Prime Rose (Levico Terme)

Bus leaves at 18.30
Even starts at 19.00

Ristorante Prime Rose Parco Belvedere -
Località Torricelle -
38056 Levico Terme - Trent

Transport to the venue will leave from close by – see below

