



Realising the digital decade in the European Union – Easier said than done?

32nd ITS European Conference
Madrid, Spain, 18th – 20th June 2023



Programme Overview, 18th – 20th June 2023

Sunday, 18 June		Monday, 19 June		Tuesday, 20 June	
		08:15 - 09:00	Registration	08:15 - 09:00	Registration
		09:00 - 10:30	Opening session	09:00 - 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 - 17:30	Parallel sessions 7
17:00 – 19:00	Registration				
18:00 – 20:00	Welcome Reception			19:30 – 22:00	Gala Dinner

Monday, 19th June 2023

Parallel sessions 1: 11.00 – 12.30

Online	Mobile	Broadband	Regulation	Value creation
Location:	Location:	Location:	Location:	Location:
<p>Gijón, Fernández-Bonilla & Ruiz-Rua - The new online banking consumer. An occasional user or a new full-time customer</p> <p>Dalvi, Panta & Gupta - Artificial Intelligence and chit funds: A partnership?</p> <p>Gugenishvili & Nyström - Virtual reality and charitable giving — the role of space, presence, and attention</p>	<p>Edquist - Measurement of mobile network performance – What is the role of reduced latency for economic development?</p> <p>Gisca, Matinmikko-Blue, Ahokangas, Yrjölä & Gordon - Legitimacy challenges of local mobile communication network business in Europe</p> <p>Kanellos, Katsianis & Varoutas - 5G compartmental diffusion modelling in saturated markets</p>	<p>Briglauer, Cambini & Gugler - Economic benefits of high-speed broadband network coverage and service adoption: Evidence from OECD member states</p> <p>Markezic & Svigelj - An analysis of telecommunication infrastructure financing in low density settlement areas - the case of RENE project</p> <p>Vargas-Montoya & Boza-Nuñez - More internet for more employment and earnings: A causal estimation for Costa Rica</p>	<p>Jaroonvanichkul - Technology foresight in communications regulation</p> <p>Falch & Henten - Cybersecurity economics and EU regulation</p> <p>Whalley & Stocker - Old technologies in a modern communications landscape: phone boxes and universal service</p>	<p>de Mildt, Verbrugge & Colle - The reality of data-driven ecosystems: How do theoretic benefits hold true in practice?</p> <p>Lim, Rowsell & Kim - Exploring the killer domains to create new value: A Comparative case study of Canadian and Korean telcos</p>

Parallel sessions 2: 13.30 – 15.00

Broadband 2	Cyber-security	European Union	Panel session
Location:	Location:	Location:	Location: Sala A
<p>Papai, McLean & Bukur - Hedonic price comparison of fixed broadband services and an analysis of their changes: a Hungarian case study</p> <p>Petre, Chipouras, Katsianis & Varoutas - High-speed broadband penetration pre-launch multi-country forecasting</p> <p>Frias, Lehr, Mendo & Stocker - Measuring NextGen mobile broadband: Challenges and research agenda for policymaking</p>	<p>Kshetri - Privacy violations, security breaches and other threats of Web3 and the metaverse</p> <p>Martins - Cyber security provision and consumers demand for online services</p> <p>Knieps - Internet of Things, critical infrastructures, and the economics of cybersecurity in 5G based network slicing</p>	<p>Kawamata - Techno-nationalism/-globalism/-socialism over information and communication technology (ICT): The international political economy of U.S.-China technological hegemony and EU's social shaping</p> <p>Pereira & Fife - Singapore's Smart Nation Program and potential lessons for the European Union's Digital Decade program</p> <p>Cappelletti - Future policies for space systems: Is the EU achieving "Strategic Legislation"?</p>	<p>Digital media & communications innovation ecosystems: from adaptation to sustainability</p> <p><i>Moderator:</i> Juan Miguel Aguado, University of Murcia, Spain</p>

Parallel sessions 3: 15.30 – 17.00

Platforms	Mobile 2	Broadband 3	Using blockchain	Covid	Online 2
Location:	Location:	Location:	Location:	Location:	Location:
<p>Silva, Mendonça & Damásio - A scientometric approach to digital platforms' research: Knowledge sources, production and impact of "Big Tech"</p> <p>Prado - Assessing the market power of digital platforms: An experimental investigation of the online video market</p> <p>van den Nieuwenhuizen, Sadowski, Willemsen & Whalley - Personalization of content on a VoD platform</p>	<p>Jeanjean & Liang - Market structure and performance in mobile markets. The example of Europe</p> <p>Srinuan & Srinuan - A review of recent merger and acquisition in mobile telecommunications service industry: Substantial issues and implications for policy makers</p> <p>Khemakongkanonth and Srinuan - Implications of the 3-to-2 merger on telecommunication service prices: Case study of Thailand</p>	<p>Johnson & Kuersteiner - The role of the satellite market in provisioning broadband access in Europe up to 2030</p> <p>Jamison & Wang - Disparate Impacts of Broadband on Women and Minorities: The Case of Broadband in the U.S.</p> <p>Jung & Katz - Estimating the cost of accelerating broadband deployments using unconditional quantile regressions</p>	<p>Kshetri - Blockchain's role in promoting quality, safety and sustainability in the food and beverage industry</p> <p>Park & Kim - Is blockchain a new opportunity or too good to be true?: A social representation study of artists in the Korean music industry</p> <p>Cagigas, Clifton, Díaz-Fuentes, Fernández-Gutiérrez & Harpes - Blockchain in Government: Towards an Evaluation Framework</p>	<p>Arrojo - The effects of Covid 19 on the digitization and viability of European local digital news media. The case of Norway, Sweden, Switzerland, Germany, UK and Spain</p> <p>Matsuzaki, Shigeno, Ueki & Tsuji - The effect of the Covid-19 pandemic on the innovation process of small and medium-sized regional firms</p> <p>Mitomo, Cheng, Seo & Kamplean - Media information and people's self-motivated behaviour during the COVID-19 pandemic</p>	<p>Nakamura, Takao, Nakamura & Goto - The impact of teleworking on working time constraints and the planning of sightseeing trips</p> <p>Mendieta-Aragón, Rodríguez-Fernández & Navio-Marco - Tourism usage of digital collaborative economy platforms in Europe: situation, behaviours and implication for the digital polices</p> <p>Gijón, Ruiz-Rua & Fernández-Bonilla – Telework, perception and family partnership. The Spanish situation after Covid-19</p>

Tuesday, 20 June 2023

Parallel sessions 4: 09.00 – 10.30

Ecosystems	Online 3	OTT	Broadband 4	New technologies
Location:	Location:	Location:	Location:	Location:
<p>Nyström & Leminen - Exploring ecosystemic business models</p> <p>Nam, Kim & Jung – Understandings of the AI business ecosystem in South Korea: AI start-up’s perspective</p> <p>Bauer & Stocker - Innovation dynamics in the internet ecosystem and digital economy policy</p>	<p>Birrer, He & Just - The state of state surveillance in Europe – Findings from a cross-national study on data retention in 25 countries</p> <p>Liu, Song, Huang, Xun, Li & Hu - The effects of using identity cues and emoji in chatbots to provide emotional support: An empirical study in Hong Kong</p> <p>Fujisawa & Kasuga - Complementarity effect of corporate advertising in a multimedia world: Comparing online and mass media advertising</p>	<p>Papathanasopoulos & Varoutas - OTT opportunities for public broadcasters: A review and cross-country analysis in European countries</p> <p>Park & Kwon - How is the OTT market growth reshaping the public sector broadcasters’ content composition and business performance in the UK?</p>	<p>Layton & Potgieter - Divergence in policy approaches and arguments: What European policymakers can learn about cost recovery efforts from rural FTTH networks in USA</p> <p>Guiffard - Measuring the consumer’s valuation of high-speed Internet. The impact of FTTH deployment on the house market in France</p> <p>Ferrandis, Ramos & Feijoo - European Gigabit Society progress: How to stimulate further deployments of high-speed broadband networks?</p>	<p>Martinez-Castaneda & Feijoo - Challengers towards international data spaces in the agrifood industry. A systematic comparison for IT business applications based on permissioned blockchain</p> <p>Kwant, Sadowski, Gallagher & Whalley - Blockchain technology as a disruptive or incremental innovation: A systematic literature review and an agenda for future research</p> <p>Kshetri - Organizational impacts of the industrial metaverse</p>

Parallel sessions 5: 11.00 – 12.30

Mobile 3	The impact of M&A activity	Online 4	Digital divides	Networks
Location:	Location:	Location:	Location:	Location:
<p>Logothetis, Neokosmidis & Varoutas - Private 5G networks: Cost assessment of on-premise and cloud-based deployments</p> <p>Földes - Role of virtualised and open RAN in overhaul of mobile network sharing regulation in Europe for 5G macro and micro cells</p> <p>Savunen, Kekolahti, Mähönen, Hämmäinen & Kilkki - Mobile network operators' business risks in next-generation public safety services</p>	<p>Vialle & Whalley - The role of acquisitions in the development of the GAFAs in the videogame market</p> <p>Palikot, Hougbonon, Ivaldi & Strusani - The Impact of Shared Telecom Infrastructure on Digital Connectivity in Developing Countries</p> <p>Kargas, Argyroulis & Varoutas - Mergers and acquisitions in telecommunications market: a simultaneous equations approach to study Structure, Conduct and Performance</p>	<p>Fourberg, Magalhaes & Wiewiorra - They are among us: Pricing behaviour of algorithms in the field</p> <p>Koguchi & Jitsuzumi - Analysis of the acceptability of the "information health" concept: Consideration of the possibility of beneficiary payment</p> <p>Ruiz-Rua, Fernández-Bonilla & Gijón - Why do we consume as we do? The case of ICT spending in the Spanish market.</p>	<p>Kshetri - Economic and social impacts of Web3 and the metaverse in the global south</p> <p>Castillo-Tellez - Bibliometric analysis of European research on digital divide: An exploration of the corporate landscape</p> <p>Escutia-Muñoz, Ruiz-Rúa & García - Space related school project to improve digital competences for high school teachers and students: Cansat Spain case study</p> <p>Matteucci – Evaluating the construction of complex digital infrastructure projects</p>	<p>Comeig, Faillo, Pinar & Urbano - Zero Rating, as a Price Discrimination Mechanism, and Social Welfare on the Internet Two-sided Market: An Experimental Approach</p> <p>Jeanjean - Fair cost sharing in telecommunication industry, a virtuous circle</p> <p>Gannon - Lessons for Canada from International Approaches to Network Resiliency and Reliability</p>

Parallel sessions 6: 13.30 – 15.00

Digital literacy and well-being	Mobile 4	Climate impacts	Panel session
Location:	Location:	Location:	Location: Sala A
<p>Omrani & Prince - Online Privacy Literacy and Users' Information Privacy Empowerment</p> <p>Ha & Kim - Developing a comprehensive definition of platform literacy</p> <p>Laitsou, Katsianis & Xenakis - The impact of digital development on human well-being and vice versa</p>	<p>Bahia & Amaya - The socio-economic benefits of the low band UHF spectrum band for IMT</p> <p>Ashok - The digital transformation of India- A case study of accelerated mobile Internet</p> <p>Kokkinis, Ioannou, Katsianis & Varoutas - A 6G technoeconomic framework for evaluating the feasibility of the proposed technology enablers and business models</p>	<p>Mohan, Carty & Lyons - Broadband penetration across countries and carbon emissions per unit of Gross Domestic Product</p> <p>Rowell, Palmer, Mannix & Schmidt - From broadband deployment to climate action: Key considerations in the development of digital climate policies across OECD countries</p> <p>Zagdanski & Castells - Spectrum management policy and the greenhouse gas emissions of mobile networks</p>	<p>Towards Digital Infrastructure Regulatory Policy – Crafting Policies for the Digital Infrastructure we need for the Digital Economy Future</p> <p><i>Moderator:</i> Volker Stocker, TU Berlin & WBI</p>

Parallel sessions 7: 15.30 – 17.30

Mobile 5	Artificial Intelligence	Digital and education	Content	European Union 2
Location:	Location:	Location:	Location:	Location:
<p>Castells, Koutroumpis & Bahia - To share or not to share? The impact of mobile network sharing for consumers and operators</p> <p>Jamison, Teçza & Wang - Effects of platforms' entry into own marketplace: Evidence from the mobile application market</p> <p>Ioannou, Kokkinis, Katsianis & Varoutas - Comparative techno-economic evaluation of 5G infrastructure sharing business models in European rural areas</p>	<p>Garcia-Murillo & MacInnes - The promise and perils of Artificial Intelligence</p> <p>Rim & Kwon - Collecting, generating and analysing national statistics with AI: what benefits and costs?</p> <p>Lechardoy & Codagone – Artificial Intelligence at the workplace and the impacts on work organisation, working conditions and ethics</p> <p>Potgieter & Howell - AI-generated lemons: A sour outlook for content producers?</p>	<p>Kshetri - Metaverse in higher education institutions: Drivers and effects</p> <p>Ahmed, Tadayoni, Sparviero & Williams - Sustainability of the ICT Infrastructure in the context of CSR Reporting and Decision-Making for Higher Educational Organizations</p> <p>McCoy, Marcus-Quinn, Hourigan, Carroll & Ye - Digital Access in Irish Secondary Schools: Shaping Student Experience and Engagement?</p> <p>Vargas-Montoya, Gimenez & Gutiérrez - ICT use for learning and students' outcomes: Do the country's development level matter?</p>	<p>Jeong & Kim - What makes 'aespa', the first metaverse girl group in the K-pop universe, succeed in the global entertainment industry?</p> <p>Arenal, Miguel Aguado, Armuña, Ramos & Feijoo - Challenges from the digital transformation of the music industry: a review from the CMO</p> <p>Jang & Kim - Extensions of intellectual property in media industry: The Korean case</p> <p>Potgieter & Howell - What do telecommunications policy academics have to fear from GPT-3?</p>	<p>de Rojas, Pita & Martínez - Analysing key relationships: digitalization, innovation, and structural conditions in UE</p> <p>Gambarin, Houpis, Ovington, Ovejero & Santamaría - Implementing the DMA, a framework for assessing proportionality</p> <p>Kopf & Vidal - 25 years of telecommunications regulation in Europe: Review and outlook</p> <p>Henten & Windekilde - Regulation of Big Tech in EU and US</p>