

## June 29 (Tuesday)

### Room A (1A)

#### **29-1-A : New Digital Service (9:00-10:30)**

Chair: Hitoshi Mitomo

- 29-1-A -1      ***Towards Adaptive Interfaces for Supporting Elderly Users in Technology-Enhanced Home Environments***  
C. Röcker, M. Ziefle, K. Kasugai, L. Klack, W. Wilkowska, C. Möllering, S. Beul  
*RWTH Aachen University, Germany*
- 29-1-A -2      ***An Case Study of Social Mechanism on Improving Mobile Online Safety for Children in Japan***  
Ema Tanaka<sup>1)</sup>, Tokio Otsuka<sup>2)</sup>  
<sup>1)</sup> *Foundation for Multi-Media Communications, Japan,* <sup>2)</sup> *Shumei University, Japan*

### Room B (1B)

#### **29-1-B : Broadband Penetration (9:00-10:30)**

Chair: Yu-li Liu

- 29-1-B -1      ***Broadband Access Networks in Austria – Models of Cooperation and Financing***  
Ernst-Olav Ruhle, Wolfgang Reichl, Igor Brusic, Matthias Ehrler, Jörg Kittl  
*SBR Juconomy Consulting AG, Germany*
- 29-1-B -2      ***The Economic Impact of Broadband Usage: An Aggregate Analysis***  
Herbert G. Thompson<sup>1)</sup>, Christopher Garbacz  
<sup>1)</sup> *Ohio University, USA*
- 29-1-B -3      ***Empirical Analysis of Switching Behavior of Broadband Subscribers from Flat-Rate to Metered Rate Payment System***  
Hussein Nassar, Hitoshi Mitomo  
*Waseda University, Japan*

### Room C (2)

#### **29-1-C : Consumer Behavior on Mobile (9:00-10:30)**

Chair: Robert Peter Albon

- 29-1-C -1      ***Modeling the Switching Behavior of Mobile Number Portability with Combining Core Preference and Stated Preference Choice Model***  
Chih-Wen Yang, Cheng-Chih Chang  
*National Taichung Institute of Technology, Taiwan, R.O.C.*
- 29-1-C -2      ***On Wireless Telecommunications and Economic Welfare***  
Rob Albon<sup>1)</sup>, Gary Madden<sup>2)</sup>, Jeffrey Petchey<sup>2)</sup>  
<sup>1)</sup> *Australian Competition and Consumer Commission, Australia,* <sup>2)</sup> *Curtin University, Australia*
- 29-1-C -3      ***The Simplicity Model: A Framework for Modern Technology Development***  
Philip Sugai<sup>1)</sup>, Marco Koeder<sup>2)</sup>, Mohammed Upal<sup>1)</sup>  
<sup>1)</sup> *International University of Japan, Japan,* <sup>2)</sup> *Cybermedia K.K., Japan*
- 29-1-C -4      ***Conjoint Analysis of Consumer's Preference for Vertically Integrated Mobile Business -The Case of Japanese Mobile Phone Services-***  
Shota Yamazaki, Masato Noguchi, Shigehiro Kubota  
*InfoCom Research, Inc., Japan*

**Room D (3A)****29-1-D : Development of Telecommunications Sector (9:00-10:30)**

Chair: Masatsugu Tsuji

- 29-1-D -2 **Understanding Innovation in Less Developed Countries: The Argentinean Telecom Sector**  
Martha Garcia-Murillo, Sergio Hinestrosa  
Syracuse University, USA
- 29-1-D -3 **ICTs, Linkages and Business Performances: Firm-level Evidences from the Manufacturing Sector in Southeast Asia**  
Tomohiro Machikita<sup>1)</sup>, Masatsugu Tsuji<sup>2)</sup>, Yasushi Ueki<sup>3)</sup>  
<sup>1)</sup> IDE/JETRO, Japan, <sup>2)</sup> University of Hyogo, Japan, <sup>3)</sup> IDE/JETRO, Thailand
- 29-1-D -4 **Foreign Investment in China's Telecom Industry**  
Brian Weimer  
Sheppard Mullin Richter & Hampton LLP, USA

**Room E (3B)****29-1-E : Competition Policy (9:00-10:30)**

Chair: Sudharma Yoonaidharma

- 29-1-E -1 **Consumers' Evaluation of Universal Service/Access and Its Determinant Factors**  
Nobuyuki Tajiri  
Waseda University, Japan
- 29-1-E -2 **Impact of Bundle-Service in the Japanese Telecommunication Industry**  
Teppei Koguchi  
Ministry of Internal Affairs and Communications, Japan
- 29-1-E -3 **Competition and Collective Dominance in OECD Mobile Telecommunications Markets**  
Veit Böckers, Justus Haucap, Ulrich Heimeshoff  
University of Düsseldorf, Germany
- 29-1-E -4 **Cornerstones of a Regulatory Framework for the Development of Modern Telecommunications Networks**  
Matthias Kurth<sup>1,2)</sup>  
<sup>1)</sup> Federal Network Agency, Germany, <sup>2)</sup> Body of European Regulators for Electronic Communications (BEREC), Germany

**Room H (407)****29-1-H : Digital Divide 2 (9:00-10:30)**

Chair: Peter Dell

- 29-1-H -1 **Regional Divide and Universal Service Considerations on Ubiquitous Network Society**  
Shozo Komaki, Katsutoshi Tsukamoto, Takeshi Higashino  
Osaka University, Japan
- 29-1-H -2 **The Potential for M-Remittance Services among the BOP in Emerging Asia**  
Nirmali Sivapragasam<sup>1)</sup>, Aileen Aguero<sup>2)</sup>  
<sup>1)</sup> LIRNEasia, Sri Lanka, <sup>2)</sup> DIRSI, Peru
- 29-1-H -3 **Australian Domestic Internet Download Behaviour: Is There a Sunk Cost Effect?**  
Yuan-Hui Sue, Peter Dell  
Curtin University, Australia

## June 29 (Tuesday)

### Room I (408)

#### **29-1-I : E-Activity (9:00-10:30)**

Chair: Gary Madden

- 29-1-I -1      **Making E-Education Possible An Information and Communication Technology Roadmap to Enable E-Education**  
Matthijs Leendertse<sup>1,2</sup>, Martijn Poel<sup>1,3</sup>  
<sup>1</sup> TNO, the Netherlands, <sup>2</sup> Erasmus University Rotterdam, the Netherlands, <sup>3</sup> Delft University of Technology, the Netherlands
- 29-1-I -4      **Comparison of Health Information Exchange between Japan and the United States**  
Daisuke Yamakata<sup>1</sup>, Hiroki Nogawa<sup>2</sup>, Hiroshi Tanaka<sup>3</sup>, Masashi Ueda<sup>4</sup>  
<sup>1</sup> Kagawa University Hospital, Japan, <sup>2</sup> Japan Medical Information Network Association, Japan, <sup>3</sup> Tokyo Medical & Dental University, Japan, <sup>4</sup> National Institute of Informatics, Japan
- 29-1-I -5      **E-Healthcare Management Based on Pervasive Authentication -Security Management on Web Services -**  
Masakazu Ohashi<sup>1</sup>, Mayumi Hori<sup>2</sup>, Shotaro Suzuki<sup>3</sup>  
<sup>1</sup> Chuo University, Japan, <sup>2</sup> Hakuoh University, Japan, <sup>3</sup> Microsoft Co.,Ltd., Japan

### Room J (409)

#### **29-1-J : E-Business (9:00-10:30)**

Chair: James Alleman

- 29-1-J -2      **Will Mobile Commerce Compete or Co-Exist with Electronic Commerce? Evidence from the United States**  
Aniruddha Banerjee  
CENTRIS, USA
- 29-1-J -3      **New Competition Rule Strategy of the Enterprise Internal Wireless Telephony Systems over Licensed Bands in Japan**  
Kazuhiro Okanoue, Katsutoshi Tsukamoto, Shozo Komaki  
Osaka University, Japan
- 29-1-J -5      **Mobile-Money: Combining Cellular Phone Service and Microfinance**  
James Alleman<sup>1</sup>, Paul Rappoport<sup>2,3</sup>, Aniruddha Banerjee<sup>3</sup>  
<sup>1</sup> University of Colorado, USA, <sup>2</sup> Temple University, USA, <sup>3</sup> CENTRIS, USA

### Room K (410)

#### **29-1-K : Mobile Regulation (9:00-10:30)**

Chair: Don Romaniuk

- 29-1-K -1      **Empirical Analysis of Relationship between Asymmetric Regulation of Mobile Termination Rates and Mobile Retail Rates**  
Jongyong Lee<sup>1</sup>, Duk Hee Lee<sup>2</sup>, Jeongwook Seo<sup>3</sup>  
<sup>1</sup> Electronics and Telecommunications Research Institute (ETRI), Korea, <sup>2</sup> Korea Advanced Institute of Science and Technology (KAIST), Korea, <sup>3</sup> Yeung Jin College, Korea
- 29-1-K -2      **Mobile Search, a Case for Next Generation Information Society Policies**  
Jose-Luis Gómez-Barroso<sup>1</sup>, Claudio Feijóo<sup>2</sup>, Margherita Bacigalupo<sup>3</sup>, Ramón Compañó<sup>3</sup>  
<sup>1</sup> Universidad Nacional de Educación a Distancia, Spain, <sup>2</sup> Universidad Politécnica de Madrid, Spain, <sup>3</sup> Institute for Prospective Technological Studies, European Commission

29-1-K -3 **Competition in the German Mobile Telecommunications Market**

Justus Haucap, Ulrich Heimeshoff, Torben Stühmeier  
*University of Düsseldorf, Germany*

29-1-K -4 **Rethinking Mobile Termination: Japanese Context**

Keiko Hatta<sup>1)</sup>, Kiyoshi Nakamura<sup>2)</sup>  
<sup>1)</sup> Infocom Research Inc, Japan, <sup>2)</sup> Waseda University, Japan

**Room A (1A)**

**29-2-A : Access Regulation (11:00-12:30)**

Chair: Hajime Oniki

29-2-A -1 **Price Squeeze as an Issue of Concern in Next Generation Access Networks: Is There a Need for Regulatory Revision?**

Markus Fredebeul-Krein  
*Aachen University of Applied Sciences, Germany*

29-2-A -2 **When Can Ex Ante Access Regulation Be Withdrawn?**

Patrick Xavier  
*Curtin University of Technology, Australia*

29-2-A -3 **Net Centric Video Distribution and Must-Carry Rules**

Ian MacInnes, Martha Garcia-Murillo  
*Syracuse University, USA*

29-2-A -5 **From Behind the Veil of the Unknown: Justice, Innovation and Telecommunications**

Kenneth Jull<sup>1)</sup>, Stephen Schmidt<sup>2)</sup>  
<sup>1)</sup> Baker & McKenzie, Canada, <sup>2)</sup> TELUS Communications, Canada

**Room B (1B)**

**29-2-B : Business and Innovation (11:00-12:30)**

Chair: Lorenzo Pupillo

29-2-B -2 **ICT Enabled Solutions and the Energy Grid: Analysis of the Technological, Regulatory and Informational Issues**

Anastassios Gentzoglanis  
*University of Sherbrooke, Canada*

29-2-B -3 **Energy Smart Metering and Policy Approaches: The E-Cube Project**

Lorenzo Pupillo<sup>1,2)</sup>, Barbara d'Amelia<sup>3)</sup>, Pierangelo Garino<sup>4)</sup>, Maura Turolla<sup>4)</sup>  
<sup>1)</sup> Telecom Italia Public Affairs, Italy, <sup>2)</sup> Columbia Institute for Tele Information, USA,  
<sup>3)</sup> Tor Vergata University, Italy, <sup>4)</sup> Telecom Italia Strategy and Innovation, Italy

29-2-B -4 **The Influence of Foreign Governments and International Organizations on National Innovation System - the Case of China's Telecommunications Manufacturing Industry**

Xu Yan, LI Mingda  
*Hong Kong University of Science and Technology, Hong Kong*

29-2-B -6 **A South Korean-Brazilian Joint Venture in the Semiconductor Sector: Analysis of the HT-Micron Case and Its Impacts on ICT Industry in Brazil**

Daniel Fink, Tomas Scherrer, Young Sun Kwon  
*KAIST, Republic of Korea*

## June 29 (Tuesday)

### Room C (2)

#### **29-2-C : Cloud Computing (11:00-12:30)**

Chair: Anders Henten

- 29-2-C -1      **SOA Governance for the Internet of Services**  
Vladimir Stantchev<sup>1)</sup>, Gerrit Tamm<sup>2)</sup>  
*<sup>1)</sup> Berlin Institute of Technology, Germany, <sup>2)</sup> SRH University Berlin, Germany*
- 29-2-C -2      **The Telecoms Operators in the Clouds: Their Role and Strategies and Their Business Models in the Cloud Computing**  
Mohsen Hamoudia<sup>1,2)</sup>  
*<sup>1)</sup> France Telecom Group, France, <sup>2)</sup> ESDES Business School, France*
- 29-2-C -3      **Issues on Contents Distribution in the Cloud Network: Analysis from Viewpoint of Technology Neutrality**  
Naonori Kato<sup>1)</sup>, Hiroki Nogawa<sup>2)</sup>, Masashi Ueda<sup>3)</sup>  
*<sup>1)</sup> The Graduate University for Advanced Studies, Japan, <sup>2)</sup> Japan Medical Information Network Association, Japan, <sup>3)</sup> National Institute of Informatics, Japan*

### Room D (3A)

#### **29-2-D : New Services & Consumer Protection 2 (11:00-12:30)**

Chair: Ernst-Olav Rühle

- 29-2-D -1      **The Impact of Convergence on Telecommunications Law and Policy: A Comparison between Japan and Taiwan**  
Yu-li Liu  
*National Chengchi University, Taiwan*
- 29-2-D -2      **Safety and Security of the Internet: An Examination of Information Literacy, Internet Addiction and Parenting Styles**  
Louis Leung, Paul S.N. Lee  
*Chinese University of Hong Kong, Hong Kong*
- 29-2-D -3      **Public Involvement in Broadband Deployment: a Call for Ex Ante Regulation?**  
Alberto Nucciarelli, Bert M. Sadowski  
*Eindhoven University of Technology, the Netherlands*

### Room E (3B)

#### **29-2-E : Experience in Telecommunication Market (11:00-12:30)**

Chair: Supot Tiarawut

- 29-2-E -2      **Harmonizing IPR and Standardization Strategies in Telecom Industry**  
Hajime Yamada  
*Toyo University, Japan*
- 29-2-E -3      **Next Generation Mobile Data Services - A Comparison of Market Models Applied in Europe, North America, and Asia**  
Morten Falch  
*Aalborg University, Denmark*
- 29-2-E -4      **Structural Change in Korea Telecommunications Industry and Economies of Scope**  
Buhm-kyu Kim, Youngsun Kwon  
*Korea Advanced Institute of Science and Technology, Korea*

- 29-2-E -5 ***Innovative Mobile Services in Developing Countries: Models for Scaling Up***  
 Rekha Jain<sup>1,2)</sup>  
<sup>1)</sup> IIMA-Idea Telecom Sector of Excellence, India, <sup>2)</sup> Indian Institute of Management, India

#### Room F (4A)

##### **29-2-F : Mobile Business Model 2 (11:00-12:30)**

Chair: Christopher S. Huther

- 29-2-F -1 ***Mobile Operator Strategies and the Licensing and Launch of High-Speed Mobile Networks in the Asia-Pacific Region***  
 Peter Curwen, Jason Whalley  
 University of Strathclyde, UK
- 29-2-F -2 ***A Question of Time? Market Entry and Operator Size in the European Mobile Telecommunications Industry***  
 Jason Whalley, Peter Curwen  
 University of Strathclyde, UK
- 29-2-F -3 ***How On-Net/Off-Net Price Discrimination Affects Market Entry: An Experimental Study***  
 Veronika Grimm<sup>1)</sup>, Justus Haucap<sup>2)</sup>, Ulrich Heimeshoff<sup>2)</sup>, Tobias Wenzel<sup>2)</sup>, Gregor Zoettl<sup>3)</sup>  
<sup>1)</sup> University of Nuremberg, Germany, <sup>2)</sup> University of Düsseldorf, Germany, <sup>3)</sup> University of Munich, Germany
- 29-2-F -4 ***Wireless Services in the United States: 2009 A Year in Review and A Look Ahead***  
 Christopher S. Huther, Megan H. Troy  
 Sheppard Mullin Richter & Hampton LLP, USA

#### Room H (407)

##### **29-2-H : ICT and Economic Growth 3 (11:00-12:30)**

Chair: Johannes M. Bauer

- 29-2-H -2 ***Demand, Skills and Infrastructure: Investigating the Potential Impacts of an IT Park in Bhutan***  
 Kezang<sup>1)</sup>, Jason Whalley<sup>2)</sup>  
<sup>1)</sup> Ministry of Information & Communications, Bhutan, <sup>2)</sup> University of Strathclyde, UK
- 29-2-H -3 ***ICT Spillovers in Five European Countries***  
 George Houpis<sup>1)</sup>, José María Rodríguez<sup>2)</sup>, Juana Santamaría<sup>2)</sup>  
<sup>1)</sup> Frontier Economics, UK, <sup>2)</sup> Frontier Economics, Spain
- 29-2-H -4 ***An Empirical Analysis of Innovation Success Factors by ICT Use in Japanese Firms***  
 Hiroki Idota<sup>1)</sup>, Teruyuki Bunno<sup>2)</sup>, Masatsugu Tsuji<sup>3)</sup>  
<sup>1)</sup> Otomon Gakuin University, Japan, <sup>2)</sup> Kinki University, Japan, <sup>3)</sup> University of Hyogo, Japan

#### Room I (408)

##### **29-2-I : Issues in Industrial Organization (11:00-12:30)**

Chair: Haruo Takasaki

- 29-2-I -1 ***Expanding the Mobile Ecosystem with Quadruple Play: The Vital Role of Wireless Broadband and Video***  
 Aniruddha Banerjee<sup>1)</sup>, Paul Rappoport<sup>1,2)</sup>, James Alleman<sup>3,4)</sup>  
<sup>1)</sup> CENTRIS, USA, <sup>2)</sup> Temple University, USA, <sup>3)</sup> University of Colorado, USA, <sup>4)</sup> Columbia University, USA

## June 29 (Tuesday)

- 29-2-I -2      **An Institutional Analysis of Korean Online Gaming Industry**  
Jiwhan Kim<sup>1)</sup>, Seongcheol Kim<sup>2)</sup>  
*<sup>1)</sup> Hanyoung Foreign Language High School, South Korea, <sup>2)</sup> Korea University, South Korea*
- 29-2-I -3      **An Unregulated Third Screen?: Assessing the Scope of Regulation for Wireless Networks Operating in a Convergent Environment**  
Rob Frieden  
*Penn State University, USA*
- 29-2-I -4      **Revenue Sharing as a Strategic Tool for New Convergence Services**  
Jungsuk Oh  
*Seoul National University, Korea*

### Room J (409)

#### **29-2-J : Next Generation Media (11:00-12:30)**

Chair: Minoru Sugaya

- 29-2-J -1      **Arrival of the New Era - "Ambient Communications"**  
Ryuichi Saitou, Minoru Shimada, Yasuyuki Moriguchi, Daisuke Shirai  
*KDDI Research Institute, Japan*
- 29-2-J -2      **New Advertising Medium in Ubiquitous Network Society: Case Study of Ubiquitous Street Project "Media Pole" in Seoul, Korea.**  
Yoo Sam Kim  
*Waseda University, Japan*
- 29-2-J -3      **Animated News: Social Experiment of Regulation and Ethics on Media Convergence**  
Cho Yuan-Chen  
*National Chengchi University, Taiwan*
- 29-2-J -4      **An Empirical Evaluation of the Digitization of The Movie**  
Shoichi Taguchi<sup>1)</sup>, Yasutaka Ueda<sup>2)</sup>  
*<sup>1)</sup> Waseda University, Japan, <sup>2)</sup> Edogawa University, Japan*

### Room K (410)

#### **29-2-K : Usage Analysis (11:00-12:30)**

Chair: Brigitte Preissl

- 29-2-K -2      **The Social Network Effect in VoIP Adoption in Great Britain**  
Grazia Cecere<sup>1,2)</sup>, Nicoletta Corrocher<sup>3,4)</sup>  
*<sup>1)</sup> Institut Telecom, France, <sup>2)</sup> University of Torino, Italy, <sup>3)</sup> Bocconi University, Italy, <sup>4)</sup> University of Tromso, Norway*
- 29-2-K -3      **Decoding Textperts – Exploring the Uses and Gratifications of SMS Usage Among Hong Kong Teenagers and the Marketing Opportunities**  
Wai-yu Olivine Lo  
*The Chinese University of Hong Kong, China*
- 29-2-K -4      **Two-way IP Video Communication Use in Japan: Closeness of Relationships and Sentiment Flows**  
Muneo Kaigo  
*University of Tsukuba, Japan*

**Room A (1A)**

**29-3-A : [Organized Session 1] Cybersecurity for a Sustainable Social Enhancement  
(14:00-15:30)**

Chair: Hiroshi Nagano

- 29-3-A -1     **Human Rights in a Digital Interconnected World**  
Solange Ghernaouti-Hélie  
*University of Lausanne, Switzerland*
- 29-3-A -2     **An Assurance-Based Model to Holistically Assess the Information Security  
Posture with Special Reference to the Legal and Regulatory Compliance  
Dimension**  
Igli Tashi, Solange Ghernaouti-Hélie  
*University of Lausanne, Switzerland*
- 29-3-A -3     **Needs of an United Nation Convention on Cybersecurity and Presentation of a  
Global Protocol on Cybersecurity and Cybercrime to Answer Them**  
Stein Schjolberg<sup>1)</sup>, Solange Ghernaouti-Hélie<sup>2)</sup>  
<sup>1)</sup> Chief Judge, Norway, <sup>2)</sup> University of Lausanne, Switzerland
- 29-3-A -4     **A Suggestion of Analytical Framework of the Impact of Cybersecurity on the  
Society- Social-Scientific Approach toward the Evaluation of Secured Computer  
Network -**  
Hiroshi Nagano<sup>1)</sup>, Yoshitaka Kagei<sup>2)</sup>, Jack YS Lin<sup>3)</sup>, Masahisa Suzuki<sup>4)</sup>, Michiya  
Sugiyama<sup>5)</sup>  
<sup>1)</sup> Waseda University, Japan, <sup>2)</sup> Institute of Information Security, Japan, <sup>3)</sup> Japan Computer  
Emergency Response Team Coordination Center, Japan, <sup>4)</sup> University of Electro-  
Communications, Japan, <sup>5)</sup> Yokohama College for Art, Japan

**Room B (1B)**

**29-3-B : [Organized Session 4] The Emergence and Diffusion of NFC Ecosystems  
and Services - Technical and Strategic Challenges (14:00-15:30)**

Chair: Per Andersson

- 29-3-B -1     **Analysis of Ecosystem for Mobile Ticketing & Payment Services and  
Implications for NFC Based Mobile Services**  
Jan Markendahl<sup>1)</sup>, Per Andersson<sup>2)</sup>  
<sup>1)</sup> KTH Royal Institute of Technology, Sweden, <sup>2)</sup> Stockholm School of Economics, Sweden
- 29-3-B -2     **Dissemination of New Communication Technology and the Creation of New  
Business Roles and Intermediaries: The Case of Contactless Mobile Payment  
Services**  
Jan Markendahl<sup>1)</sup>, Per Andersson<sup>2)</sup>  
<sup>1)</sup> KTH Royal Institute of Technology, Sweden, <sup>2)</sup> Stockholm School of Economics, Sweden
- 29-3-B -3     **Trust Strategies in the Rollout of Near Field Communication Services**  
Per Andersson, Christopher Rosenqvist, Andreas Bockisch, Celeste Cantú Alejandro  
*Stockholm School of Economics, Sweden*

## June 29 (Tuesday)

### Room C (2)

#### **29-3-C : Network Investment (14:00-15:30)**

Chair: Hidenori Fuke

- 29-3-C -1 **An Examination of Momentum Strategies in the Purchasing Context: Comparative Case Studies in the Telecommunications Industry**  
Philipp Zimmermann<sup>1</sup>, Carsten Zimmermann<sup>2</sup>  
<sup>1</sup> WHU, Germany, <sup>2</sup> University of San Diego, USA
- 29-3-C -2 **Pro-Competition and Industry Policies for Deploying the Ultra High-Speed Broadband**  
Soichi Tsukui  
KDDI Research Institute Inc., Japan
- 29-3-C -3 **Towards Open Access for Innovation: Public-Private Partnerships (PPPs) in the Netherlands**  
Bert M. Sadowski  
Eindhoven University of Technology, the Netherlands
- 29-3-C -4 **An Empirical Study on Academic ICT Start-Ups in Japan**  
Tokio Otsuka  
Shumei University, Japan

### Room D (3A)

#### **29-3-D : New Application on Mobile Service (14:00-15:30)**

Chair: Heikki Hämmäinen

- 29-3-D -1 **Analysis of the Market Potential of Emerging Mobile Applications**  
Hannu Verkasalo  
MobiTrack Innovations Ltd., Finland
- 29-3-D -2 **The Development of Mobile Money Systems**  
Judith Mariscal, Ernesto M. Flores-Roux  
Centro de Investigación y Docencia Económicas (CIDE), Mexico
- 29-3-D -3 **The Emergence of the New Smartphone and Its Impact on Corporate Value**  
Shinichiro Terada<sup>1,2</sup>, Kazuyuki Motohashi<sup>2</sup>  
<sup>1</sup> KDDI Research Institute, Japan, <sup>2</sup> The University of Tokyo, Japan
- 29-3-D -4 **The Emerging Ecosystem for Future Mobile Communication Services**  
Mark de Reuver, Harry Bouwman, Alex Visser  
Delft University of Technology, the Netherlands
- 29-3-D -5 **To Search or Not to Search: Where is the Mobile Search Market Heading?**  
M. Bacigalupo<sup>1</sup>, S. G. Nikolov<sup>1</sup>, C. Feijóo<sup>2</sup>, J. L. Gómez-Barroso<sup>3</sup>, R. Compañó<sup>1</sup>  
<sup>1</sup> JRC Institute for Prospective Technological Studies, Spain, <sup>2</sup> Universidad Politécnica de Madrid, Spain, <sup>3</sup> Universidad Nacional de Educación a Distancia, Spain

### Room E (3B)

#### **29-3-E : Security (14:00-15:30)**

Chair: Shozo Komaki

- 29-3-E -1 **A Behavioral Study on Internet Users' Vulnerability to Identify Theft**  
Jae-Hyeon Ahn<sup>1</sup>, Youngsok Bang<sup>1</sup>, Ann Skudlark<sup>2</sup>  
<sup>1</sup> KAIST Business School, Korea, <sup>2</sup> AT&T Labs, USA

- 29-3-E -2 **Privacy Protection in Personalized Services -Consideration for New Institutional Approach-**  
Haruo Takasaki  
KDDI Research Institute, Japan
- 29-3-E -3 **The Study on the User Acceptance for Secondary Use of Personal Information on Online Services**  
Masanori Araki<sup>1)</sup>, Haruo Takasaki<sup>1)</sup>, Chihiro Ono<sup>2)</sup>, Hideki Asoh<sup>3)</sup>  
<sup>1)</sup> KDDI Research Institute, Japan, <sup>2)</sup> KDDI R&D Labs, Japan, <sup>3)</sup> National Institute of Advanced Industrial Science and Technology, Japan
- 29-3-E -4 **Factors Affecting Employees' Attitude on Enterprise Information Security and Corporate Security Policies**  
Younghee Jeong, Chaerhee Kim  
Yonsei University, Korea
- 29-3-E -5 **How Can Organizations Improve Cybersecurity? Implementing Security Controls in the Presence of Moral Hazard**  
Woohyun Shim, Johannes M. Bauer  
Michigan State University, USA

#### Room F (4A)

##### 29-3-F : SNS (14:00-15:30)

Chair: Muneo Kaigo

- 29-3-F -1 **Business Models for Social Network Platforms**  
Anders Henten, Morten Falch, Reza Tadayoni, Iwona Windekilde  
Aalborg University, Denmark
- 29-3-F -2 **Privacy or Benefit? :Users' Attitude towards Mobile Social Media Usage**  
Akiko Orita<sup>1)</sup>, Masahiro Fujiwara<sup>2)</sup>  
<sup>1)</sup> Keio University, Japan, <sup>2)</sup> KDDI Research Institute Inc., Japan
- 29-3-F -4 **The More Intimacy; the More Interaction on Social Networking Sites? Take Taiwan Facebook Users as an Example**  
Chiung-wen (Julia) Hsu, Yi-ting Tai, Ching-chan Wang  
National Cheng Chi University, Taiwan

#### Room H (407)

##### 29-3-H : [Organized Session 8] Media Concentration around the World (14:00-15:30)

Chair: Koichiro Hayashi

- 29-3-H -1  
Eli Noam  
Columbia University, USA
- 29-3-H -2  
Kiyoshi Nakamura  
Waseda University, Japan
- 29-3-H -3  
Hajime Yamada  
Toyo University, Japan
- 29-3-H -4  
Yu-li Liu  
National Chengchi University, Taiwan, Republic of China

## June 29 (Tuesday)

29-3-H -5

Yoshiharu Ichikawa  
Keio University, Japan

29-3-H -6

Teruaki Asari  
Media Development Research Institute Inc., Japan

29-3-H -7

Mikio Kimura  
The National Association of Commercial Broadcasters in Japan, Japan

### Room I (408)

#### **29-3-I : Two-Sided Platform (14:00-15:30)**

Chair: Norihiro Kasuga

29-3-I -1

**An Analysis of Consumer Behavior Considering Indirect Network Effect  
-Diversity and Subscription Behavior in Broadcasting Market-**

Manabu Shishikura<sup>1)</sup>, Norihiro Kasuga<sup>2)</sup>  
<sup>1)</sup> Ministry of Internal Affairs and Communications, Japan, <sup>2)</sup> Kinki University, Japan

29-3-I -3

**Search Advertising as a Two-Sided Platform**

Carol Ting<sup>1)</sup>, Wayne Fu<sup>2)</sup>  
<sup>1)</sup> University of Macau, China, <sup>2)</sup> Nanyang Technological University, Singapore

29-3-I -4

**Considering Fixed-Mobile Convergence Service as a Two-Sided Market**

Takanori Ida<sup>1)</sup>, Toshifumi Kuroda<sup>2)</sup>  
<sup>1)</sup> Kyoto University, Japan, <sup>2)</sup> Tokyo Keizei University, Japan

### Room J (409)

#### **29-3-J : ICT and Economic Growth 2 (14:00-15:30)**

Chair: Masashi Ueda

29-3-J -2

**Empirical Analysis of Global Diffusion of 3G Mobile Phones: A Cross-Cultural  
Review**

Sheikh Taher Abu, Yuji Akematsu, Masatsugu Tsuji  
University of Hyogo, Japan

29-3-J -3

**An Investigation of the Drivers of IT Outsourcing and Vendor Selection  
Decisions by IT Managers in Listed Fukuoka City Firms**

Russell Loi  
Kyushu University, Japan

### Room K (410)

#### **29-3-K : Mobile Business Model 1 (14:00-15:30)**

Chair: Kiyotaka Yuguchi

29-3-K -1

**New Technologies Meet New Blocking Effects: Launching Wireless Technology  
Systems for Public Safety**

Ilona Heldal, Gustav Sjöblom, Erik Bohlin, Kaj Sunesson  
Chalmers University of Technology, Sweden

- 29-3-K -2 **Exploring Korean Consumer's Behavioral Intention for 3G Video Call Service: An Empirical Investigation**  
Min-Kyoung Kim, Myeong-Cheol Park, Young Hoon Chang  
KAIST, Korea
- 29-3-K -3 **Determinants of Mobile Broadband Subscription**  
Chalita Srinuan, Erik Bohlin  
Chalmers University of Technology, Sweden
- 29-3-K -4 **Impact Assessment and Business Implications of Options for Allocation of Spectrum in the 800 and 900 MHz Band**  
Bengt G Mölleryd<sup>1</sup>, Jan Markendahl<sup>2</sup>, Östen Mäkitalo<sup>2</sup>  
<sup>1</sup> Swedish Post and Telecom Agency (PTS), Sweden, <sup>2</sup> Royal Institute of Technology (KTH), Sweden
- 29-3-K -5 **A Global Analysis of Third Generation Mobile Telecommunications Market Entry**  
Gary Madden<sup>1</sup>, Aaron Morey<sup>1</sup>, Erik Bohlin<sup>2</sup>  
<sup>1</sup> Curtin University of Technology, Australia, <sup>2</sup> Chalmers University of Technology, Sweden

**Room A (1A)****29-4-A : [Organized Session 9] The Economics and Policy of Next Generation Access (16:00-18:00)**

Chair: Karl-Heinz Neumann

- 29-4-A -1 **A New Economic Platform: Mobile Value Exchange Alliance Network**  
Hiroyasu Yuhashi, Hiroki Gotou  
NTT DOCOMO, INC., Japan
- 29-4-A -2 **The Ladder of Investment Theory and the Development of New Access Generation Networks: Which Empirical Evidence?**  
Maya Bacache, Marc Bourreau, Germain Gaudin  
Telecom ParisTech, France
- 29-4-A -3 **Network Openness, NGN Investment, and Diffusion**  
Johannes M. Bauer, Tithi Chattopadhyay  
Michigan State University, USA
- 29-4-A -4 **New Policy Paradigm in the Age of NGN and Broadband: Case of Japanese Telecommunications**  
Masatsugu Tsuji, Yuji Akematsu  
University of Hyogo, Japan
- 29-4-A -5 **The Effects of New Fibre-Based Services on Digital Inequality: The Case of the Netherlands**  
Marcel de Pender, Bert M. Sadowski  
Eindhoven University of Technology, the Netherlands

**Room B (1B)****29-4-B : [Organized Session 2] Online and Mobile Consumer Monitoring and Measurement (16:00-18:00)**

Chair: Philip Sugai

- 29-4-B -1 **An Analysis of the Switching Behavior in the Thailand Cellular Market**  
Pratompong Srinuan, Mohammad Tsani Annafari, Erik Bohlin  
Chalmers University of Technology, Sweden

## June 29 (Tuesday)

- 29-4-B -2      **Empirical Analysis of Factors Promoting Japanese 3G Mobile Phone: Dynamic Panel Data Models Approach**  
Yuji Akematsu<sup>1</sup>, Yuki Shoji<sup>2</sup>, Sheikh Taher Abu<sup>1</sup>, Masatsugu Tsuji<sup>1</sup>  
<sup>1</sup> University of Hyogo, Japan, <sup>2</sup> National Institute of Informatics, Japan
- 29-4-B -3      **Measuring User Experience with Smartphone-Based Measurements**  
Hannu Verkasalo  
MT Innovations, Finland
- 29-4-B -5      **Building Content Personalities and Relationships Through Mobile Clickstream Data**  
Philip Sugai, Maguette Ndeye Gueye, Habirah Mohd Rosli, Malina Arjun Nayak  
International University of Japan, Japan

### Room C (2)

#### **29-4-C : [Organized Session 3] The Economic Impact of Mobile Penetration (16:00-18:00)**

Chair: Herbert G. Thompson

- 29-4-C -1      **Relationships between Economic Growth, Telecommunications Development and Productivity Growth: Evidence around the World**  
Alice Shiu, Pun-Lee Lam  
The Hong Kong Polytechnic University, Hong Kong
- 29-4-C -2      **Oceans Apart: Policy, Competition and Strategic Differences Between the U.S. and European Mobile Markets**  
Leonard Waverman<sup>1</sup>, Kalyan Dasgupta<sup>2</sup>  
<sup>1</sup> Haskayne School of Business, Canada, <sup>2</sup> Berkeley Research Group, USA
- 29-4-C -3      **Productivity Impacts of Mobile versus Fixed Broadband Use**  
Herbert G. Thompson<sup>1</sup>, Christopher Garbacz  
<sup>1</sup> Ohio University, USA
- 29-4-C -4      **Mobile Telecommunications and the Impact on Economic Development**  
Harald Gruber<sup>1</sup>, Pantelis Koutroumpis<sup>2</sup>  
<sup>1</sup> European Investment Bank, Luxembourg, <sup>2</sup> Imperial College London, UK

### Room D (3A)

#### **29-4-D : Mobile Market in Various Countries (16:00-18:00)**

Chair: Akihiro Nakamura

- 29-4-D -2      **Measuring Competitive Pressure in Mobile Telecommunication Sectors Using OECD Price Benchmarking Baskets**  
Christoph Stork<sup>1</sup>, Laura Lumingo<sup>2</sup>  
<sup>1</sup> Research ICT Africa, South Africa, <sup>2</sup> VRIJE UNIVERITEIT BRUSSEL, Belgium
- 29-4-D -5      **Substitutability between PC and Mobile Handset in Enjoying Internet Services**  
Masanori Kondo<sup>1</sup>, Akihiro Nakamura<sup>2</sup>  
<sup>1</sup> Waseda University, Japan, <sup>2</sup> Tezukayama University, Japan

**Room E (3B)**

**29-4-E : [Organized Session 6] Media Convergence and Broadcasting in Transition: Markets, Regulation, and Consumer Behavior (16:00-18:00)**

Chair: James Miller

- 29-4-E -1      ***Deregulating the Next Generation Wireline Broadband? An Econometric Analysis of Open Access***  
Yuntsai Chou<sup>1,2)</sup>  
<sup>1)</sup> Yuan Ze University, Taiwan, <sup>2)</sup> the 21st Century Foundation, Taiwan
- 29-4-E -3      ***An Analysis of Factors Affecting the Adoption Intention of Digital Terrestrial Television Services in Thailand***  
Manit Satitsamitpong, Hitoshi Mitomo  
Waseda University, Japan
- 29-4-E -4      ***The Effective Industrial Model for IPTV - A Comparison of Japan, Korea, and Taiwan***  
Masashi Ueda<sup>1)</sup>, Youshin Park<sup>2)</sup>, Yunju Chen<sup>3)</sup>  
<sup>1)</sup> National Institute of Informatics, Japan, <sup>2)</sup> Ube National College of technology, Japan, <sup>3)</sup> Shiga University, Japan
- 29-4-E -5      ***The Digital TV Transition in U.S. and Japan: A Comparative View of Broadcast Markets, Regulatory Agendas and Consumer Behavior***  
James Miller<sup>1,2)</sup>  
<sup>1)</sup> American University, USA, <sup>2)</sup> FCC, USA

**Room F (4A)**

**29-4-F : Privacy (16:00-18:00)**

Chair: Barbara A. Cherry

- 29-4-F -1      ***Problems Relating to the Adoption of Potentially Privacy-Invasive Technologies***  
Peter Dell<sup>1)</sup>, Shiro Uesugi<sup>2)</sup>, Hitoshi Okada<sup>3)</sup>, Toko Sasaki<sup>4)</sup>  
<sup>1)</sup> Curtin University, Australia, <sup>2)</sup> Matsuyama University, Japan, <sup>3)</sup> National Institute of Informatics, Japan, <sup>4)</sup> Niigata University, Japan
- 29-4-F -2      ***New Trends of Political Communications Internet Newspapers in South Korea***  
Hongchun Lee  
Keio Research Institute at SFC, Japan
- 29-4-F -3      ***How Elevation of Corporate Free Speech Rights Affects Legality of Network Neutrality***  
Barbara A. Cherry  
Indiana University, USA
- 29-4-F -4      ***How to Protect Personal Data: A Comparative Analysis and Beyond***  
Koichoro Hayashi  
Institute of Information Security, Japan

**Room H (407)**

**29-4-H : Regulation on Content (16:00-18:00)**

Chair: Richard Schultz

- 29-4-H -1      ***Must Carry Rule of Public Interest Channels in Korea: Problems and Policy Implications***  
Sang-Woo Lee, Hanna Suh, Minsik Seo  
Yonsei University, South Korea

## June 29 (Tuesday)

- 29-4-H -2     **Regulating and Monitoring Online Activities of Public Service Broadcasters**  
Michael Latzer, Andreas Braendle, Natascha Just, Florian Saurwein  
*University of Zurich, Switzerland*
- 29-4-H -3     **Comparing Cyberspace Regulations in China and the West**  
Paul S.N. Lee  
*The Chinese University of Hong Kong, Hong Kong*
- 29-4-H -4     **Cultural Sovereignty and the Internet: Containable Threat or End Game**  
Richard Schultz, Sunny Handa  
*McGill University, Canada*
- 29-4-H -5     **Digital Contents Transfer in the East Asia: the Role of Technological Development and Governments' Policies**  
Wonkyung Rhee  
*Waseda University, Japan*

### Room I (408)

#### **29-4-I : Future of the Internet (16:00-18:00)**

Chair: Kenneth R. Carter

- 29-4-I -1     **Impact of Online Software Store on Internet Portal Sites' Value Creation: Can Online Software Store Help Korean Internet Portal Sites to Win the Game?**  
Jong-Tae Lee, Myeong-Cheol Park  
*KAIST, Korea*
- 29-4-I -2     **The Origin of Value Through Information Networks: a Preliminary Framework from an Evolutionary Holonic Perspective**  
António Madureira<sup>1)</sup>, Nico Baken<sup>1,2)</sup>, Harry Bouwman<sup>1)</sup>  
<sup>1)</sup> Delft University of Technology, the Netherlands, <sup>2)</sup> Royal KPN, the Netherlands
- 29-4-I -3     **Organic Power, Mechanism of Influence through Web 2.0 Tools**  
Jung-Sook Park  
*Kyung Hee Univesity, South Korea*
- 29-4-I -4     **Online to Offline: Democratic Innovation in the Offline Development of Wikipedia**  
Zeyi He  
*University of York, UK*

### Room J (409)

#### **29-4-J : Model Analysis (16:00-18:00)**

Chair: Bronwyn Howell

- 29-4-J -1     **Can Vertical Separation Reduce Non-Price Discrimination and Increase Welfare?**  
Duarte Brito<sup>1)</sup>, Pedro Pereira<sup>2)</sup>, João Vareda<sup>3)</sup>  
<sup>1)</sup> New University of Lisbon, Portugal, <sup>2)</sup> LECG, Portugal, <sup>3)</sup> Portuguese Competition Authority, Portugal
- 29-4-J -2     **Automated Determination of Jurisdiction and Applicable Law for International Service Contracts: Modeling Method, Information Model, and Implementation**  
Martin Waldburger<sup>1)</sup>, Marinos Charalambides<sup>2)</sup>, Thomas Schaaf<sup>3)</sup>, Burkhard Stiller<sup>1)</sup>  
<sup>1)</sup> University of Zürich, Switzerland, <sup>2)</sup> University College London, UK, <sup>3)</sup> Ludwig-Maximilians-Universität Munich, Germany

- 29-4-J -3     ***A Study on the Mechanism to Promote Innovation in the ICT Industries: A Combination of Property Right Restriction and Product Differentiation***  
Koshiro Ota  
*Hiroshima Shudo University, Japan*
- 29-4-J -4     ***Flat-Rate Tariffs and Competitive Entry in Telecommunications Markets***  
Bronwyn Howell<sup>1,2)</sup>  
<sup>1)</sup> *New Zealand Institute for the Study of Competition and Regulation, New Zealand,*  
<sup>2)</sup> *Victoria University of Wellington, New Zealand*

**Room K (410)**

**29-4-K : Digital Broadcasting (16:00-18:00)**

Chair: Chang-Ho Yoon

- 29-4-K -1     ***Competition and Performance in the Korean Cable Television Markets: An Empirical Analysis***  
Nakil Sung, Donghyuk Jo  
*University of Seoul, Korea*
- 29-4-K -2     ***The Potential of IPTV Service in South Korea's Communications Industry: A Bridging Communications Service or a Gap-Filling One?***  
Hyeongjik Lee  
*Republic of Korea Naval Academy, Republic of Korea*
- 29-4-K -3     ***Examining the Factors that Influence the Adoption of Digital Television Services in Taiwan***  
Shu-Chu Sarrina Li  
*National Chiao Tung University, Taiwan, ROC*
- 29-4-K -4     ***A Case Study of Diffusion Policy and IPTV Industry in Korea***  
Yousin Park  
*Ube National College of Technology, Japan*
- 29-4-K -5     ***Regulation or Control: A Case Study of Electronic Media Regulation in Pakistan***  
Azmat Rasul  
*Florida State University, USA*