



International Telecommunications Society
Africa–Asia–Australasia Regional Conference
Perth, Western Australia, August 28–30, 2005

ICT Networks:
Building Blocks for Economic Development

CONFERENCE REPORT

Hosted By

Communication Economics and Electronic Markets Research Centre
Curtin University of Technology

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AFRICA-ASIA-AUSTRALASIA REGIONAL CONFERENCE

The Africa-Asia-Australasia Regional Conference offers an opportunity to address e-business issues in a regional context. In making regional assessments, particular emphasis is placed on risks and barriers to the realisation of business opportunity. The conference aim is to build bridges with stakeholder groups—especially the facilitation of research partnerships with business. Accordingly, the conference is comprised of business and academic tracks.

CONFERENCE ORGANISATION

Organising Committee

Robert Albon—Australian Competition and Consumer Commission, Australia
James Alleman—University of Colorado, USA
Aniruddha Banerjee—NERA Economic Consulting, USA
Guy Callender—Curtin University of Technology, Australia
Elizabeth Chang—Curtin University of Technology, Australia
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Abraham Hollander—University of Montreal, Canada
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David Lal—Robert Gordon University, United Kingdom
Zandi Lesame—University of South Africa, South Africa
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Douglas Pitt—University of Cape Town, South Africa
Depei Qian—Beihang University, China
Mohammed Quaddus—Curtin University of Technology, Australia
Taylor Reynolds—Organisation for Economic Co-operation and Development, France
Jean-Michel Sahut—Institut National des Télécommunications, France
Yong Yeop Sohn—Chonnam National University, South Korea
Truong Truong—University of New South Wales, Australia
Duane Varan—Interactive Television Research Institute, Australia
Graham Vickery—Organisation for Economic Co-operation and Development, France

Conference Marketing

Kenley Gordon, Curtin Business School

Conference Computing Support

Gregory Ryan, Curtin Business School

Conference Photographer

Naureen Taylor Photography

National and International Agency Endorsement

Asia Pacific Journal of Economics and Business
Edward Elgar Publishing
Journal of Universal Science and Technology of Learning
Physica-Verlag
Telecommunications Policy
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Local, National and International Sponsorship

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Conference Advertising—Web Sites

The Conference is listed on the Web sites:

Conference Alerts

www.conferencealerts.com/Australia.htm

Curtin Business School

www.cbs.curtin.edu.au/research/ITS_Conference

Department of Communications, Information Technology and the Arts

www.dcita.gov.au/home/eventsandforums

Department of Industry and Resources—ICT Newsletter

www.indtech.wa.gov.au/trade/industrydev/enabtech/enews/0302enews.doc

Edward Elgar Publishing

www.e-elgar.co.uk/conferences

Foundation for Development Cooperation

www.fdc.org.au

Global Knowledge Partnership

globalknowledge.org/gkps_portal/eventsmaster.cfm

Inomics Conference Calls

www.inomics.com/cgi/conference?action=default

International Telecommunications Society

www.itsworld.org/confer/confer.htm

CONFERENCE PROGRAM

The Conference was opened by Teodosio Perez-Amaral Professor at Universite Computense De Madride and ITS Committee Chair. The opening was followed by a Welcome Address from Gary Madden, Conference Chair.

Business Activity

NERA Economic Consulting Symposium—Experiments In Telecommunications Pricing

Survey-Based Discrete Choice Techniques

Aniruddha Banerjee—Vice President, NERA Economic Consultants, USA

Christian Dippon—Vice President, NERA Economic Consultants, USA

Exclusive Rights to Content: Implications for Competition in Telecommunications Markets

Tom Hird—Senior Consultant, NERA Economic Consultants, Australia

Jennifer Fish—Consultant, NERA Economic Consultants, Australia

DCITA Plenary Session—Business, Bundling and ICT

ICT and Productivity Growth in Australia

Lee Boldeman—Manager, Information Economy Sector, DCITA, Australia

Bundling Shared Information Goods

Abraham Hollander—Professor of Economics, University of Montreal, Canada

Scottish 3G Mobile: Consumer Perspective and Firm Strategy

David Lal—Lecturer, Robert Gordon University, UK

Academic Program

Keynote Address—*Prospects for Mobile Networks*

Jerry Hausman—Professor, Massachusetts Institute of Technology, USA

Scientific Symposium—Frontiers of Measurement for Information Networks

Regulatory Failure, Uncertainty and Policy Dynamics

James Alleman—Professor, University of Colorado, USA

Consistent Measures of Productivity, the Digital Divide and E-Readiness

Russel Cooper—Professor, University of Western Sydney, Australia

Current ICT Data and Developments in Measurement

Lou Talbot—Director, Innovation and Technology National Statistics Centre, Australia

CRA International Plenary Session—*Electronic Banking and Financial Markets*

Recent and Prospective Developments in Electronic Payments

Ian Harper—Professor, Melbourne Business School, Australia

Internet Banking and Pure Players

Jean-Michel Sahut—Professor, Institut National des Télécommunications, France

Online Payment Systems for E-commerce

Graham Vickery—Information, Computer and Communications Policy, OECD, France

Parallel Sessions

Session A:

- II.1 Impact of Introducing Mobile Telephony Services (3 papers)
- IV.1 Prospects for Emerging Markets (4)
- VII.1 Business Strategy with Real Options (3)
- VIII.1 Technological Innovation in Competitive Markets (4)
- IX.1 Network Technology and Learning Systems (3)

Session B:

- I.1 Industry IT Use and Standards (4)
- III.1 Policy Response to the Digital Divide (3)
- II.2 Customer Performance in Mobile Markets (3)
- VII.2 Business Performance Modelling (3)
- VIII.2 Convergence and Business Analyses (4)

Session C:

- VI.1 Financial Innovation, Security and Customer Satisfaction (4)
- I.2 Collaboration and Competition in Online Markets (4)
- IV.2 R&D and Strategic Corporate Positioning (3)
- II.3 Consumer Pricing and Technology (3)
- VII.3 Corporate Planning and Regulation with Real Options (3)

Session D:

- V.1 Distributed Computing Mechanisms and their Evaluation (4)
- III.2 The Digital Divide: Measurement Issues (4)
- III.3 Regional Analyses of Broadband and ICT Diffusion (4)
- II.4 Mobile Market Competition with New Service & Delivery Platforms (3)
- VII.4 Network Investment and Firm Strategy (3)

Session E:

- V.2 Knowledge Management, Innovations and Trust (4)
- I.3 National E-Commerce Adoption Studies (4)
- IV.3 Analyses of Firm Level Decision Making (4)
- II.5 Wireless Network Costs and Measurement Issues (4)
- VII.5 Interconnecting and Spectrum Pricing Policy (4)

Delegates

In response to the Call for Papers 89 Parallel Session papers, after refereeing, were accepted for presentation. 13 Plenary Session papers were also presented. The Conference attracted 108 delegates from 17 countries. Delegates were from academia (54), business (12), regulatory agencies (11), research institutes (30) and international organisations (1).

	Academy	Corporation	Regulator	Institute	Agency	Total
Local	12	-	-	5	-	17
Interstate	6	4	10	6	-	26
International	36	8	1	19	1	65
Total	54	12	11	30	1	108

Edward Elgar Best Student Paper Award

The ITS Africa-Asia-Australasia Regional Conference in association with Edward Elgar Publishers offers the James Alleman Best Student Paper Prize to support and encourage excellence in communications and electronic market and related area research. Criteria for the award include research quality and originality. Judgments is not biased by technical orientation, such as extensive use of mathematics or skewed toward particular disciplines. The award was presented to Mira Slavova —University of Cambridge, UK for the paper entitled, *Behavioural Friction in Online Contracting: Evidence from Yankee Auctions*. The award consisted of the following telecommunications-related publications from the Edward Elgar Publishing catalogue:

The Economics of Antitrust and Regulation in Telecommunications—Perspectives for the New European Regulatory Framework, Edited by Pierre A. Buigues and Patrick Rey

The Internet and Mobile Telecommunications System of Innovation—Developments in Equipment, Access and Content, Edited by Charles Edquist

Traditional Telecommunications Networks—The International Handbook of Telecommunications Economics, Volume I, Edited by Gary Madden

Emerging Telecommunications Networks—The International Handbook of Telecommunications Economics, Volume II, Edited by Gary Madden

World Telecommunications Networks—The International Handbook of Telecommunications Economics, Volume III, Edited by Gary Madden

Internet Entrepreneurship in Europe—Venture Failure and the Timing of Telecommunications Reform, Niko Marcel Waesche

Conference Proceedings

Conference Proceedings—ICT Networks: Building Blocks for Economic Development

ISBN 0-646-42493-9, Author/Contributor: Madden, Gary (ed); Various Authors, Date of Publication: 01 August 2005, Format: CD-ROM, Publisher: CEEM.

Plenary Session Papers

Parallel Session Papers at www.business.curtin.edu.au/its-conference/plenary-presentations

Conference Volume

THE ECONOMICS OF ONLINE MARKETS AND ICT NETWORKS

Edited by: Russel Cooper, Gary Madden, Ashley Lloyd and Michael Schipp

Section I: INNOVATION AND COMPETITION IN ONLINE MARKETS

1. *Pricing and Bundling of Shared Information Goods: The Case of Cable Channels*
Abraham Hollander (Université de Montréal), Thierno Diallo (Université du Québec à Chicoutimi)
2. *The Development of Electronic Payments Systems*
Ian Harper (Melbourne Business School), Ric Simes (CRA International), Craig Malam (CRA International)
3. *Behavioral Frictions in Online Contracting: Evidence from Yankee Auctions*
Mira Slavova (University of Cambridge)
4. *Online Channel Competition in a Differentiated Goods Market*
Sumi Cho (Chonnam National University), Sang-Ho Lee (Chonnam National University)
5. *Competition and Growth in Virtual Markets*
Gary Madden (Curtin University of Technology), Truong Truong (University of New South Wales), Michael Schipp (Curtin University of Technology)
6. *Mobile Network Prospects: A Multi-Sided Platform Analysis of Competition*
Armando Calabrese (University of Rome Tor Vergata), Massimo Gastaldi (University of L'Aquila), Nathan Levialdi Ghiron (University of Rome Tor Vergata)

Section II: REGULATION, PRICING AND EVALUATION WITH REAL OPTIONS

7. *Real Options and Telecommunications Regulation*
Kris Funston (AAPT)
8. *A Simple Real Options Approach to Access Pricing*
Guillermo Lozano (NERA Economic Consulting), José Mafía Rodríguez (NERA Economic Consulting)
9. *Optimal Pricing with Sunk Cost and Uncertainty*
James Alleman (University of Colorado), Paul Rappoport (Temple University)
10. *Efficient Spectrum Policy to Maximize Social Welfare*
Tae-Ho Lyoo (Seoul National University), Jong-Wook Jeong (Seoul National University), Jeong-Dong Lee (Seoul National University)
11. *Project Evaluation with Network Externalities*
Nadine Bellamy (Université d'Evry Val d'Essonne), Jean-Michel Sahut (Groupe Sup de Co La Rochelle)

Section III: EMPIRICAL APPROACHES TO MARKET ANALYSIS

12. *Survey-Based Discrete Choice Techniques*
Aniruddah Banerjee (NERA Economic Consulting), Chris Dippon (NERA Economic Consulting)
13. *Information Technology, Corporate Performance and Firm Size*
Yong Yeop Sohn (Chonnam National University), Hun-Wha Yang (Korean Information Management Institute)
14. *Contingent Valuation of Terrestrial DMB Services*
Sangkyu Byun (Electronics and Telecommunications Research Institute), Hongkyun Bae (Sangji University), Hanjoo Kim (Institute of Information Technology Assessment)

15. Consumer Preference for New Wireless Data Services

Jae-Hyeon Ahn (Korea Advanced Institute of Science and Technology), Sang-Pil Han (Korea Advanced Institute of Science and Technology), Kyoung-Yong Jee (Electronics and Telecommunications Research Institute), Moon-Koo Kim (Electronics and Telecommunications Research Institute)

16. An International SME E-Marketplace Networking Model

Jaechon Park (Inha University), Jemin Yang (Inha University)

Special Issues of Scholarly Journals

The publishers of *Telecommunications Policy* (Elsevier, Amsterdam), *Journal for Universal Science and Technology of Learning* (Inderscience, UK) and *Asia Pacific Journal of Economics and Business* (Curtin Business School, Australia and The Association of Economic Studies Ryukoku University Japan) have proposed several conference papers be included from Conference Parallel Sessions.