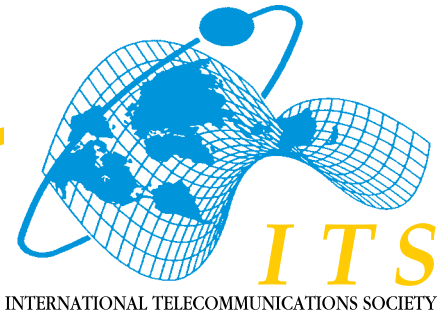


# INTERCONNECT

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INTERCONNECT



INTERNATIONAL TELECOMMUNICATIONS SOCIETY

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## Berlin to Host ITS 2004 Biennial Conference

The 15th ITS Biennial Conference will be held September 4-7, 2004 in Berlin, Germany, hosted by the Humboldt-University of Berlin, in association with the 31st EARIE Conference from September 2nd to 5th. For over 200 years the Humboldt-University of Berlin has consciously maintained a critical distance from political and social powers in order to foster academic excellence, social responsibility, tolerance and internationalism.

Entitled, "Connecting Societies & Markets: Communication Technology, Policy and Impacts", the conference will feature several plenary sessions by international scientists and policy makers, as well as parallel sessions on such matters as:

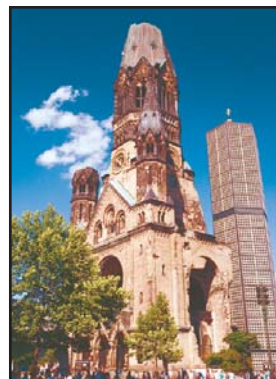
- Regulation and Public Policy
- Competition and Market Structure
- Innovation, Investments and Regulation
- Management and Business Strategy
- Infrastructure
- Services
- Macroeconomic Aspects of the Telecommunications Sector
- Harnessing ICT to Sectoral Development



Conference delegates will also examine convergence, the Internet and e-business, internationalization and regional communications issues. These issues highlight diverse factors impacting industries, individuals, societies and the economic realities of modern communications.

The Conference Steering Committee is confident the quality of the conference and its speakers will attract professional and academic representations on a global scale. The Steering Committee consists of Juergen Mueller, Berlin School of Economics; Erik Bohlin, Chalmers University, Sweden; Hidenori Fuke, Kansai University, Japan; Karl-Heinz Neumann, Wissenschaftliches Institute for Communication, Germany; Brigitte Preiss, DIW, Germany; Lucy Firth, University of Melbourne, Australia; and Stanford Levin,

Southern Illinois University  
Edwardsville, USA.



ITS biennial conferences offer a variety of social occasions and networking opportunities that reflect the culture and hospitality of the host nation. The social program this year promises the same enjoyable and stimulating events, which will include a pleasure boat tour along the rivers and canals of Berlin.

A total of 437 single rooms and 25 double rooms have been booked for conference delegates at special rates in six hotels near the conference site.

Anyone interested in attending the conference, or in booking delegate rooms, can find further information by visiting [www.ITSEurope.org](http://www.ITSEurope.org).



# Connections

**Loretta Anania, ITS Chair, hosted a meeting of the ITS Executive Committee on March 12, 2004 at her offices in the European Commission in Brussels, Belgium.**

Reports were received from the Finance Committee (Lee Schmidt), the Membership and Nominations Committee (Stanford Levin), the Marketing and Promotions Committee (Don Romaniuk), the Publications Committee (Erik Bohlin) and the Conference Committee (Gérard Pogorel).

Lucy Firth, recently-appointed acting Chair of the Strategic Planning Committee was also in attendance, as was Susan Simon, ITS Secretary. Elizabeth Dognin and Richard Simnett, ITS Board Members, also made the trip to Brussels to attend as observers.

## **Finance Committee Report**

ITS Treasurer, Lee Schmidt, presented the 2003 year end financials. Mr. Schmidt reported that ITS cash balances entering 2004 remain strong, notwithstanding a modest deficit incurred in 2003, a non-biennial conference year.

The two biggest financial challenges facing ITS in 2004, according to Mr. Schmidt, are to maximize attendance at the 2004 biennial conference in Berlin (since the conference fees include a two-year membership fee for each attendee) and to reverse the decline in corporate memberships, which are an important source of ITS revenue.



## **Membership and Nominations Committee Report**

Dr. Levin reported that two new members were elected to the ITS Board by electronic ballot since the last Board meeting: Yves Gassot (the IDATE representative) and Elizabeth Dognin of France Telecom.

As directed by the Board, Dr. Levin has contacted all Board members who are not current in maintaining their ITS membership. Board members with membership fees that are still in arrears by May 31, 2004 will be removed from the Board.

Similarly, all Board members who have missed three or more consecutive Board meetings have been notified by the Chair of the Membership and Nominations Committee that unless they can provide compelling reasons to be allowed to remain on the Board, they will shortly be advised that their tenure on the

Board has been terminated.

These actions are being taken to ensure that only those persons actively committed to advancing the interests of ITS and to supporting its scholarly and research-based endeavours will be permitted to remain on the Board.



It was also determined by the Executive Committee that Board members who are in arrears in paying their membership fees will no longer receive copies of *Communications & Strategies*, the ITS journal.

Finally, Dr. Levin advised the Executive Committee that the terms of office for ITS' four officers (Chair, Vice-Chair, Treasurer and Secretary) expire at the Berlin biennial conference this year. The Nominations Committee will prepare a list of nominees for those positions for election by the Board in Berlin in September, 2004.

## **Marketing and Promotions Committee Report**

Don Romaniuk provided the Executive Committee with an

update of his committee's activities focusing on the latest edition of the ITS brochure, recent updates to the ITS website, the publishing schedule for Interconnect and pending marketing initiatives. These initiatives include increasing the use of ITS' listserv to communicate with ITS members and potential members and highlighting to a greater extent membership benefits, especially on the website.

## **Publications Committee Report**

Erik Bohlin advised the Executive Committee of the various publications that are based on prior conferences:

*Communications & Strategies*, Special Issue on ICT Market Dynamics and Development Models in Asia, No. 52, November 2003, 300 pages, special issue editors: Edmond Baranes, University of Montpellier & IDATE; Erik Bohlin, Chalmers University of Technology; Georgette Wang, Hong Kong Baptist University.

*Telecommunications Policy*, Special Issue on Growth in Mobile Communications, Vol. 28, No. 2, March 2004, pp. 101-226, special issue editors: Erik Bohlin, Chalmers University of Technology; Stanford L. Levin, Southern Illinois University Edwardsville; Nakil Sung, University of Seoul.

*Global Economy and Digital Society*, to be published in 2004 by North Holland/Elsevier Book Publishing Company, edited by Erik Bohlin, Chalmers University of Technology; Stanford L. Levin, Southern Illinois University Edwardsville; Nakil Sung, University of Seoul; and Chang-Ho Yoon, Korea University (21 chapters, 400 pages).

*Frontiers of Broadband, Electronic and Mobile Commerce*, to be published in 2004 by Physica-Verlag Heidelberg, edited by Russel Cooper and Gary Madden, Curtin Business School, Curtin University of Technology (19 chapters, 350 pages).

## **Conference Committee Report**

Gérard Pogorel reported that he had circulated a revised and updated draft of the *Guidelines for Conferences, Workshops and Other Meetings Sponsored By ITS* for comments from the Board.

Dr. Pogorel also advised the Executive Committee that he had been in contact with academics in both the U.S. and Europe who had expressed an interest in organizing regional ITS conferences in 2005. These discussions are still preliminary, and it is too early to commit ITS resources to these potential initiatives.

The bulk of Dr. Pogorel's report focused on logistical and program-related preparations for the 2004 biennial conference in Berlin. Professor Juergen Mueller, the primary organizer for the Berlin conference, joined the Executive Committee meeting by conference call during the latter part of the Conference Committee Chair's report.

After the committee reports were concluded, the Executive Committee set the date for the next meeting of the ITS Board. It will be held on Saturday September 4, 2004 in Berlin immediately prior to the commencement of the biennial conference.





## Release: ITS Seoul Conference Book

North Holland/Elsevier Book Publishing Company, in cooperation with ITS, will release *Global Economy and Digital Society*, an edited book comprising 20 chapters on the implications of a global economy and emergence of a society permeated by information and communication technologies.

Papers were originally presented at the ITS 14th Biennial Conference in Seoul, South Korea, August 18-22, 2002, organized by KATP (Korea Association for Telecommunications Policies), KT and SK Telecom. The papers have been updated, revised and edited since the conference.

The conference theme was "Challenges and Opportunities in the Digital Century: The Role of Information and Telecommunications". The primary focus was on telecommunication markets and policy, and also user perspectives.

Editors of the book are Erik Bohlin, School of Technology Management and Economics, Chalmers University of Technology, Göteborg, Sweden; Stanford L. Levin, Department of Economics and Finance, Southern Illinois University Edwardsville, Edwardsville, USA; Nakil Sung, Faculty of Economics, University of Seoul, Seoul, South Korea; and

Chang-Ho Yoon, Department of Economics, Korea University, Seoul, South Korea.

They selected a wide range of papers by expert scholars and policy analysts in order to capture the book theme from a number of perspectives. The editors aimed for a balanced overview of current and emerging issues of high relevance for policymakers, researchers and private companies.

The book represents a holistic approach, bringing to bear a number of critical perspectives: economics, engineering, business, organization theory, psychology, policy analysis and security concerns. The volume succeeds in providing a rich and multi-faceted view of the subject matter being addressed.

The Seoul conference, built on the long research tradition of ITS in telecom policy, attracted 120 high-quality research paper presentations and nearly 300 attendees from 27 countries.

*Global Economy and Digital Society* will be released in the summer of 2004 and will be available at the ITS 15th Biennial Conference to be held in Berlin, September 4th to 7th.

## ITS Listserv Facilitates Creation of New Book

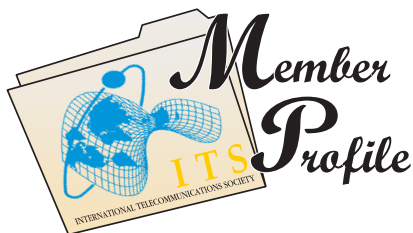
Last summer, Dr. Ernst-Olav Ruhle used the ITS listserv to seek out potential contributors to a book on telecom regulation and capital markets.

The ITS Board member received input and feedback from all continents. As a result, *Regulation and Capital Market Evaluation in Telecommunications* has been published with papers from Germany, France, the USA and Taiwan.

Editors of the book, published by Eul-Verlag in Germany, are Hermann-Josef Piepenbrock, Fabian Schuster and Ernst-Olav Ruhle, with the latter also contributing one of the seven papers. Two papers are written in German and the remaining five are in English. Topics include cost of capital assessment for rate regulated utilities, the effects of interconnection policy on performance and competition, U.S. policy for spacial investment in CIT, values creation and financial performance, among others.

Books can be obtained from Eul Verlag at [www.eul-verlag.de](http://www.eul-verlag.de) and can be ordered on line. The price in Germany is 47 €.

For more information about the ITS listserv, contact Gene Mesher at [gmesher@csus.edu](mailto:gmesher@csus.edu).



### Lucy Firth

Lucy Firth is currently the Acting Chair of the ITS Strategic Planning Committee. She is a lecturer and researcher with the Department of Information Systems, University of Melbourne, where she is focusing on the adoption of ICT for operational efficiency and strategy in specific industries including health, education and disaster relief; and on the social implications of ICT on the aged and marginalized members of society.

Lucy completed her Bachelor of Economics at the University of Western

Australia in Perth while continuing her aboriginal studies and often living in communities in some of the most remote parts of Australia. Her love of industrial relations took her to study in Sweden at the School of Graduate Studies, Stockholm University. While there, she and David Mellor, now her husband, wrote a book on race relationships between Swedish and immigrant youth.

Lucy returned to Australia in late 1983 and helped organize an aboriginal and other Indian Ocean indigenous peoples' arts festival, while expecting her first child. Three children later, Lucy was teaching economics at a regional university and undertaking her Masters degree in Economics by distance education. Her thesis was a benefit/cost analysis of the environment. Strong interest in environmental issues led to work in Canberra on Australia's Green House Gas project. Lucy and her family then



moved to Melbourne, so that the family could stay together.

While in Melbourne, she undertook her Ph.D. on the determinants of the rate and direction of ICT innovation. Here, she and Bill Melody worked on the establishment stage of the Economics of Infrastructures group at Delft.

Lucy and her family continually travel to and from Europe on work-related projects, which have included a stint at the ITU in Geneva. She believes that

networking with people you like is central to any significant contribution you make. She suggests you don't restrict your life's interests and activities only to those that will aid your career. Lucy says things that interest you significantly enhance your abilities, allow you to see the bigger picture, and make you the person that other people want to network with.

## ITS EXECUTIVE COMMITTEE

### Interconnect

5308 - 103A Ave.  
Edmonton, Alberta  
Canada, T6A 0W6  
Tel (780) 466-7227  
Fax (780) 466-7200  
email <contact@petedesrochers.com>  
Editor: Pete Desrochers

**Loretta Anania**, Chair <Loretta.Anania@cec.eu.int>  
**Erik Bohlin**, Vice Chair <erik.bohlin@mot.chalmers.se>  
**James Alleman**, Past Chair <james.alleman@colorado.edu>  
**Leland Schmidt**, Treasurer <lschmidt@metrocast.net>  
**Susan Simon**, Secretary <Ssimonesq@aol.com>  
**Stanford Levin** <slevin@siue.edu>  
**Gérard Pogorel** <pogorel@enst.fr>  
**Don Romaniuk** <don.romaniuk@telus.net>  
**Lucy Firth** <lfirth@unimelb.edu.au>

### Editorial Board

**Don Romaniuk (Chair)**  
Pete Desrochers  
Stanford Levin  
Erik Bohlin

## Leading Edge



The 2nd ITS Asia-Australasian Regional Conference, in association with Edward Elgar Publishers, supported an award to encourage excellence in communications and e-market research. The award was based on research quality and originality and was presented at the Conference dinner to Ji-Woon Ahn from Seoul National University. His paper is "The Future of Wireless Data Communication: Which Technologies Will Consumers Choose?" The Best Paper Committee commented:

We think that the winning paper identifies an important and general

problem facing industry. The study presents a novel approach by analyzing consumers' valuation of quality attributes for wireless and mobile Internet services. The method employed is conjoint analysis, and so results in a cross-discipline approach. The paper is well organised and well written and stands as an excellent example in its presentation of the method adopted in the work reported and in its treatment of related work.

This paper is included in the soon-to-be-released conference volume, *Frontiers of Broadband, Electronic and Mobile Commerce*, published by Physica-Verlag, Heidelberg, as part of their Contributions to Economics series.

### Abstract

Wireless data communication (WDC) services have been penetrating the market at an increasing rate in recent

years. The two main alternative WDC technologies are wireless LAN (Local Access Networks) and mobile Internet service. The first type of WDC is based on wireless communication between an access point at the end of the Internet network and a network interface card attached to a notebook computer or a PDA (Personal Digital Assistant). The second type of WDC employs cellular phones for data transmission. Even though these two types of WDC services share common characteristics, their quality attributes such as the degree of mobility, the range of contents provided, the speed and quality of communication, etc., are often different, so that neither system enjoys an absolute advantage over the other. This presents consumers, including businesses, with a difficult choice. A consumer's choice between these two alternatives will be determined by his preference for different quality attributes and, in turn, will have a powerful impact on the evolution of WDC services and related technologies in the future.

The study analyzes consumers' valuation of quality attributes in wireless LAN and mobile Internet services. Consumer choice is crucial to success in the WDC business, since the WDC market is expected to grow very quickly and competition among WDC service providers will become quite intense. The study employs conjoint analysis, which requires the respondents to rate hypothetical service alternatives featuring various combinations of quality attributes. By estimating consumers' willingness to pay for the attributes of WDC service based upon stated preferences from the survey, it is possible to predict the evolution of WDC services and related technologies along various quality dimensions. Based on the estimation results, the authors draw policy implications for national- and company-level R&D strategy.

## Edited Book From Perth Conference To Be Released

*Frontiers of Broadband, Electronic and Mobile Commerce*, edited by Russel Cooper and Gary Madden, Curtin Business School, will be published in 2004 by Physica-Verlag Heidelberg.

This edited book analyzes the frontiers of broadband, electronic and mobile commerce markets. The volume is divided into five parts: e-commerce business models; network technology and productivity; demand and pricing; market growth, regulation and investment; and issues related to the development imperative.

The structure of the volume is guided by the basic themes considered at the ITS Asia-Australasian Regional Conference: "M-business, E-commerce and the Impact of Broadband on Regional Development and Business Prospects". The conference took place in Perth, Western Australia from June 22-24, 2003 and attracted 169 delegates from 24 countries.

The conference was organized by the Communication Economics and Electronic Markets Research Centre (CEEM), Curtin University of Technology and the Australian Expert Group in Industry Studies (AEGIS), University of Western Sydney.

The volume contains a selection of papers presented at this conference as well as four additional invited papers, commissioned to augment the volume. The book contains 19 chapters and is 350 pages long.