

		27-Oct	28-Oct				29-Oct				
			Room 1	Room 2	Room 3	Room 4	Room 1	Room 2	Room 3	Room 4	
9:00-10:30	Session 1		Opening ceremony				Plenary panel				
10:30-11:00	Coffee break										
11:00-12:30	Session 2		2-1-28 Mobile Network	2-2-28 AI and Chatbot	2-3-28 Business	2-4-28 Media Usage	2-1-29 Panel Session	2-2-29 Data Platform	2-3-29* Business and finance	2-4-29* Media and Society 2	
12:30-13:30	Lunch										
13:30-15:00	Session 3		3-1-28 New Media	3-2-28 ICT and ASEAN	3-3-28 5G	3-4-28 OTT and Platform	3-1-29* User Acceptance	3-2-29* Streaming Media and Entertainment	3-3-29* Infrastructure	3-4-29* Online Platform	
15:00-15:30	Coffee break										
15:30-17:00	Session 4		4-1-28 Media and Society 1	4-2-28 Smartphone	4-3-28 Cable and Satellite	4-4-28	4-1-29 Telecom Market	4-2-29 Regional Studies	4-3-29 Digital Innovation	4-4-29 Service and Content	
17:00-17:20							Closing Ceremony				
18:00-			Welcome Reception	(18:30) Conference Dinner				*: Best Student Paper Award Session			

Note: In sessions to which no chair has been assigned, the last speaker in each session is the designated session chair and responsible for keeping the session on time.

ITS Bangkok 2019: Conference Program

Day 1: 27 October 2019

18:00 - 20:00 Welcome reception Sukhumvit room 3

Day 2: 28 October 2019

Opening Ceremony

Opening Remarks: Hitoshi Mitomo, Waseda University

Welcome Address: Sukit Khamasundara, Commissioner Acting Chairman, NBTC

Stephen Schmidt, Chair, ITS

Presentation: Martin Cave, Department of Law, London School of Economics

Title: Regulating for a fair and sustainable digital transformation

Comment: Erik Bohlin, Chalmer University of Technology

Day 2: 28 October 2019 (Room 1 – 2)

		Room 1	Room 2
9:00-10:30	Session 1	Opening Ceremony	
10:30-11:00	Coffee break		
11:00-12:30	Session 2	<p>Session 2-1-28 “Mobile Network”</p> <ol style="list-style-type: none"> 1. Hans-Martin Ihle and Peter Traber “The Impact of High Spectrum Costs on Mobile Network Investment and Consumer Prices” 2. Pierre Vialle, Jason Whalley, Peter Curwen and Xavier Parisot "Patterns of disruption in regulated industries: the case of mobile telecommunications" 3. Kiyotaka Yuguchi "Coasean Approach, Pigouvian Approach, or Internalization? - How to construct the 5G networks?" 	<p>Session 2-2-28 “AI and Chatbot”</p> <ol style="list-style-type: none"> 1. Tatcha Sudtasan and Pantaree Pitivaranun “Potential structural change of labor forces influenced by Artificial Intelligence and advanced digital technologies on the corporate perspectives” 2. Moonkyoung Jang, Yoonhyuk Jung and Seongcheol Kim "Investigating Managers’ Understanding of Chatbot Service for Korean Financial Industry"
12:30-13:30	Lunch		
13:30-15:00	Session 3	<p>Session 3-1-28 “New Media”</p> <ol style="list-style-type: none"> 1. Hui-Wen Liu "Social Media Editors’ Role on News Flow: A case Study of Pilot Strike news in Taiwan" 2. Suellen Cavalheiro, Shahrokh Nikou and Gunilla Widén "The Impact of Digitalization on Creative Industry Digital Natives vs. Digital Immigrants" 3. Yi-Ning Katherine Chen, Ven-Hwei Lo, Ran Wei, Edson Tandoc and Guoliang Zhang "Exploring Factors Affecting College Students’ Mobile News Consumption in Four Asian Cities: 2010-2011 and 2017-2018" 	<p>Session 3-2-28 “ICT and ASEAN”</p> <ol style="list-style-type: none"> 1. Yuji Hatakeyama and Hitoshi Mitomo "An Empirical Study of Japan’s ODA Loans towards Telecommunications Infrastructure: Focus on Southeast Asian Recipients" 2. Mohsen Hamoudia and Emanuele Giovannetti "Adoption Drivers for Mobile in the ASEAN countries: Assessing and Analyzing the Pre and Post Peak Adoption Drivers"
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p>Session 4-1-28 “Media and Society 1”</p> <ol style="list-style-type: none"> 1. John Cheng " Fake news, political scandal, and public opinion – a natural experiment in Japan" 2. Marco Josef Koeder, Ema Tanaka and Hitoshi Mitomo “Are loot boxes really an issue in need of regulation? – Insights into player perceptions in online communities 3. Morihiro Ogasahara "Fake news perception: How Japanese voters perceived news as 'fake' in the 2017 national election" 	<p>Session 4-2-28 “Smartphone”</p> <ol style="list-style-type: none"> 1. Louis Leung "Exploring the Relationship Between Smartphone Activities, Flow Experience, and Boredom in Free Time" 2. Akihiro Nakamura "How User-Review Information Affects Consumer Choices with Matching Apps" 3. So-Eun Lee, Moonkyoung Jang, Hyunmi Baek and Seongcheol Kim "Can smartphones become hubs for IoT? Two studies on smartphone-device connections"
18:30-	Conference Dinner		

Note: In sessions to which no chair has been assigned, the last speaker in each session is the designated session chair and responsible for keeping the session on time.

Day 2: 28 October 2019 (Room 3 – 4)

		Room 3	Room 4
9:00-10:30	Session 1	Opening Ceremony	
10:30-11:00	Coffee break		
11:00-12:30	Session 2	<p>Session 2-3-28 “Business”</p> <ol style="list-style-type: none"> Tsung-Jen Shih and Shaojung Sharon Wang "The impact CSR on IT corporate image and purchase intention: A moderated-mediation model" Takahiro Kawamata "'Nokia Shock' to 'Huawei Exclusion' and Apple Deceleration: Selection Pressure from Market and Government in Global Economy" Chieko Fujisawa and Norihiro Kasuga "Why Do Cloud Providers Prefer Renting to Selling? — A Supply-side Perspective —" 	<p>Session 2-4-28 “Media Usage”</p> <ol style="list-style-type: none"> Sayaka Tohyama, Rina Mukae and Yugo Takeuchi "How to Use Programming as a New Media? : Based on an Investigation of Elementary School Children" Hye Seon Kwon, Yun Mi Park, Ji Hye Chae and Seul Ki Kim "A study on the effect of media literacy education and role of government: Focusing on media literacy education cases of CMF in Korea" Manabu Shishikura, Norihiro Kasuga and Akihiro Nakamura "Estimation on Shadow Cost of Media Usage — Disutility for Advertising and Possibility of Excess Advertising —"
12:30-13:30	Lunch		
13:30-15:00	Session 3	<p>Session 3-3-28 “5G”</p> <ol style="list-style-type: none"> Sobee Shinohara "Factors Promoting 5G mobile Adoptions: Lessons Learned from Mobile Broadband Experiences" Rob van den Dam "Expectations for a 5G consumer future" Johannes Bauer and Erik Bohlin "The Role of Regulation in 5G Market Design" 	<p>Session 3-4-28 “OTT and Platform”</p> <ol style="list-style-type: none"> Thunwar Phansatarn, Chalita Srinuan and Pratompong Srinuan "Perceived Risk and OTT Adoption in Thailand: A Cluster Analysis Approach" Toshiya Jitsuzumi "A New Framework for Japan’s Network Neutrality: The Government’s Proposal and Remaining Issues" Ting-Yu Lin and Yi-Ning Chen "The Effect of the Socialization of E-Commerce Platforms on Consumers Continue Usage: A Study of Shopee Taiwan"
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p>Session 4-3-28 “Cable and Satellite”</p> <ol style="list-style-type: none"> Dokyung Kim and Seongcheol Kim "Examining the status and value of terms of use in pay TV industry" Arpawadee Nuntree "Communication Satellite Regulation in Thailand: Toward a Competitive Future" 	<p>Session 4-4-28</p>
18:30-	Conference Dinner		

Note: In sessions to which no chair has been assigned, the last speaker in each session is the designated session chair and responsible for keeping the session on time.

Day 3: 29 October 2019 (Room 1 – 2)

Plenary panel: 5G, IOT and AI for Building a Sustainable Society

Opening remarks: Yu-li Liu, City University of Hong Kong

Moderator: Hitoshi Mitomo, Waseda University

Panelist presentations:

Stephen Schmidt, TELUS Communications

“Realizing the Promise of 5G – Perspectives from Canada, Lessons for Sustainable Societies”

Tian Li, Peking University

“The 5G in Mainland China: the Introduction of National Strategy and Policy”

Yu-li Liu, City University of Hong Kong

“Establishing the Innovative Spectrum Policies to Support the 5G, IOT, and AI Ecosystem: Case of Taiwan”

Tomoyuki Naito, Japan International Cooperation Agency

“5G Introduction Status in Japan and Important Fields Applicable to Developing Countries”

Youngsun Kwon, Korea Advanced Institute of Science and Technology

“Does More AIs Imply Greater Sustainability of Economy and Society?”

Jackkit Sangkittivan, TIME Digital Co. Ltd.

“5G/IoT Real Use Cases for Sustainable Development”

Discussion

Q&A

Day 3: 29 October 2019 (Room 1– 2)

		Room 1	Room 2
9:00-10:30	Session 1	Plenary Panel	
10:30-11:00	Coffee break		
11:00-12:30	Session 2	<p>Session 2-1-29 Panel Session: “Digital Transformation in Mass Media Consumption: The Case of Thailand”</p> <ol style="list-style-type: none"> 1. Suphat Suphachalasai “The overview and changes of the behavior” 2. Pijitra Tsukamoto and Prapaipit Muthitacharoen “The effects of the changes on Media Industries” 3. Chanin Meephokey and SuprueThavornyutikarn “Digital consumption behavior” 4. Waniphang Manachotewong and Pornthep Benyaapikul “Econometric analysis on accessibility of mass media in different channels (electronic) and opportunity and forecasting trend of Mass media consumption” <p>Moderator: Suphat Suphachalasai</p>	<p>Session 2-2-29 “Data Platform”</p> <ol style="list-style-type: none"> 1. Masatsugu Tsuji and Sheikh Taher Abu "How to Utilize Health and Medical Big Data in the Digital Transformation of Medicine" 2. Goya Choi, Changi Nam and Cheng Yi “Following innovations of complements in open digital platform: Evidence from smartphone updates of Android” 3. Kumiko Miyazaki and Santiago Ruiz Navas "Empirical Analyses of Public Broadcasters’ Emerging Big-data related Technological Competences: The Case of NHK and BBC"
12:30-13:30	Lunch		
13:30-15:00	Session 3	<p>Session 3-1-29* “User Acceptance”</p> <ol style="list-style-type: none"> 1. Kuan Chen "An Investigation of Customer Journey Through Internet-How are Manufacturer's Websites Being Approached" 2. Eun Kyung Na "How Stakeholders think and feel about introducing elderly care robots in practice?" 3. Ji Youn Park "Exploring future intention to use autonomous driving technology in the smart car: Findings from SEM and fsQCA" 4. Heakeng Vivian Choi "Can we all access? : Evaluation of the media company’s Web accessibility level in South Korea" <p>Chair: Hämmäinen Heikki</p>	<p>Session 3-2-29* “Streaming Media and Entertainment”</p> <ol style="list-style-type: none"> 1. Eun Ji Jung "A diagnosis of suicide on YouTube: Focusing on factors attracting viewers to suicide-themed videos on the platform" 2. Shinyoung Hwang "Examining the jump on video platform bandwagon: Are companies effectively using their YouTube channel?" 3. Yisi Yang "Social Demographic Characteristics and Live-streaming: a research on entertainment live-streaming viewer motivation in China" 4. Haewon Lee "Spillover Effects in Book-to-Movie Adaptation: An Empirical Study in Korean Media Industry" <p>Chair: Tian Li</p>
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p>Session 4-2-29 “Telecom Market”</p> <ol style="list-style-type: none"> 1. Nagayuki Saito "Study of Applying Behavioral Public Policy to Telecommunication Market" 2. Tepei Koguchi, Gen Takahashi and Katsumi Takahashi "Potential Expansion of the Use of Personal Data Through ‘Secure Computation’" 3. Teruyuki Bunno, Hiroki Idota and Masatsugu Tsuji "Panel Data Analysis of Factors Promoting Innovation among Japanese Innovative SMEs" 	<p>Session 4-2-29 “Social Media”</p> <ol style="list-style-type: none"> 1. Hiroki Idota and Masatsugu Tsuji "Factors Promoting Collaborative Innovation Using Social Media with Consumers at Heterogeneous Knowledge Levels" 2. Ayesha Zainudeen and Tharaka Amarasinghe "Information sharing behavior on social media in the Asian Global South" 3. Paul SN Lee "Social Media and Digital Governance"
17:00-17:20	Closing Ceremony		

* Best Student Paper Award Session

Day 3: 29 October 2019 (Room 3 – 4)

		Room 3	Room 4
9:00-10:30	Session 1	Plenary Panel	
10:30-11:00	Coffee break		
11:00-12:30	Session 2	<p>Session 2-3-29* "Business and Finance"</p> <ol style="list-style-type: none"> 1. Jinkyung Ha "What to Study about Mobile Payment: A Literature Analysis and AHP Approach" 2. Mengting Liu "Do Chinese Internet firms' mergers and acquisitions (M&As) create value? An empirical analysis of Tencent's recent M&As" 3. Soojung Yeon "The 'heavy' acquirers: An analysis of extensive serial acquirers in ICT industry" 4. Wu Guanyu "Zhima Credit and the China's Social Credit System in the Future" <p>Chair: Ann Skudlark</p>	<p>Session 2-4-29* "Media and Society 2"</p> <ol style="list-style-type: none"> 1. Artima Kamplean "The Influence of Source Credibility in Pseudoscience Fake News in Japan" 2. Purinat Tantiseranee "The Study of Online Satire Sharing Behavior in Thailand: Antecedents and Self-Effects toward Political Participation" 3. Youngkyoung Seo "An Analysis of the Acceptance of Fake News about Disaster" <p>Chair: Yu-li Liu</p>
12:30-13:30	Lunch		
13:30-15:00	Session 3	<p>Session 3-3-29* "Infrastructure"</p> <ol style="list-style-type: none"> 1. Hiromitsu Todokoro "Private Governance of Submarine Cables through International Cable Protection Committee (ICPC): How is the Most Critical Infrastructure in the Information Technology Era Managed and Operated in Order?" 2. Junjun Li "The Productivity Effects of Innovation: An Empirical Study of the Manufacturing Industry of Information and Communication Technology in China" 3. Lei Hao "An emerging democracy with blockchain technology? A case of the appropriation of bitcoin in China" 4. Yudi Adhi Purnama "The Economic Impact of Broadband in Southeast Asia" <p>Chair: Erik Bohlin</p>	<p>Session 3-4-29* "Online Platform"</p> <ol style="list-style-type: none"> 1. Chulmin Lim "Examining the Factors Affecting Users' Cancellation of Service in Korean OTT Market" 2. Monarat Jirakasem "A Preliminary Assessment of Regulatory Framework for over-the-top (OTT) communications services in Thailand" 3. Wasin Pongmussaya "After the Gray Area: Will the Ride Platform Economy Stay Competitive in Bangkok?" 4. Jung Hoon Lee "A Study of Digital Immigrants' Goals for Online Learning from the Perspective of Goal Structure" <p>Chair: Toshiya Jitsuzumi</p>
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p>Session 4-3-29[†] "Digital Innovation"</p> <ol style="list-style-type: none"> 1. Alfin Hikmaturokhman, Muhammad Suryanegara, Kalamullah Ramli and Ibrahim Kholilul Rohman "5G Spectrum valuation at mm Wave for Broadband Development Acceleration: A case study of Indonesia" 2. Jeesun Oh, Geunhye Song, Moon-Koo Kim and Jeeun Kim "Exploring consumer adoption of smartwatches in Korea: Moderating effects of self-traits and risk-taking propensity" 3. Chananan Nuritanon and Mani Satitsamitpong "Leveraging Network Effect Product by Using Existing Products: A Case Study of a Technology Firm" <p>Chair: Mani Satitsamitpong</p>	<p>Session 4-4-29[†] "Service and Content"</p> <ol style="list-style-type: none"> 1. Siyao Han and Zheping Wang "MCN Mode Analysis Based on Head IP Driver —A Case Study of Papatube" 2. Sonia Abdellatif, Junseok Hwang, Hyenyoung Yoon and Nancy Mberia "The gender gap in financial inclusion and fintech in the MENA region: Probit approach" 3. Sangwoo Lee, Jeehyung Jo and Shin Cho "The Determinants of VOD Viewing for TV Programs in Korea: An Evidence from Panel Data Analysis" <p>Chair: Seongcheol Kim</p>
17:00-17:20	Closing Ceremony		