

# Reimagining the Future of the Digital Society

**The 16<sup>th</sup> ITS Asia-Pacific Conference**  
**Bangkok, Thailand**  
**26-28 November, 2023**



**Royal Orchid Sheraton Hotel & Towers, Bangkok**  
**2 Charoen Krung Road Soi 30, Siphya, Bangrak, Bangkok, Thailand, 10500**

Venue: Royal Orchid Sheraton Hotel and Towers, Bangkok

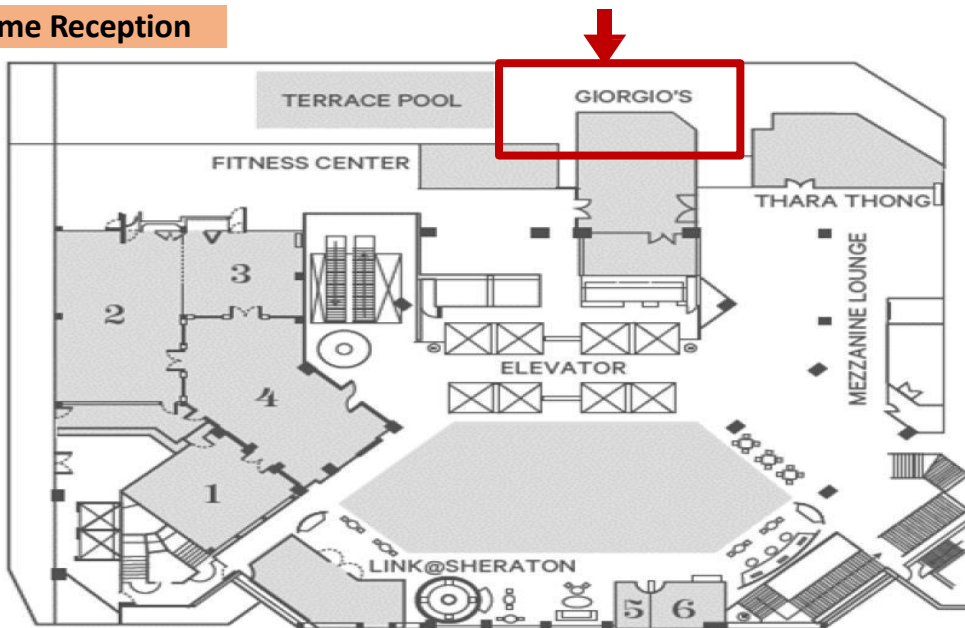
Day 1: Nov. 26 2023	Day 2: November 27 (Monday), 2023				Date/ Time	Day 3: November 28 (Tuesday), 2023			
	Registration				08:00 -	Registration			
	1-1				Session	5-1	5-2	5-3	5-4
	Ballroom 1				Room	Ballroom 3	Pompadour	Riverside 3	Riverside 4
	Welcome (9:00-9:30) Panel 1 (9:30-11:00) Theme: <b>The Telecom Merger and Acquisition: Unveiling the Dynamics of Thai Telecommunication Consolidation</b>				09:00 - 10:30	Digital Economy	Digitaliza- tion	Digital Society	Digital Applications
	Coffee Break				10:30 - 11:00	Coffee Break			
	2-1				Session	6-1	6-2	6-3	
	Ballroom 1				Room	Ballroom 3	Pompadour	Riverside 3	
	Panel 2 Theme: <b>AI Governance and Ethics: Asian Countries' Perspectives</b>				11:00 - 12:30	AI	Work and Life	Media and Society	
	Riverside Ballroom Lunch				12:30 - 13:30	Riverside Ballroom Lunch			
	3-1	3-2	3-3	3-4	Session	7-1	7-2	7-3	
	Ballroom 3	Pompadour	Riverside 3	Riverside 4	Room	Ballroom 3	Pompadour	Riverside 3	
	Digital Sustaina- bility	Digital Space	Mis- and Dis- informa-tion	Media Industries	13:30 - 15:00	Algorithm	Data and Platform	ICT, Politics, and Social Issues	
	Coffee Break				15:00 - 15:30	Coffee Break			
16:00 -	4-1	4-2	4-3	4-4	Session	8-1			
Registration	Ballroom 3	Pompadour	Riverside 3	Riverside 4	Room	Ballroom 1			
	Digital Transfor- mation	ICT in Business	ICT and Society	Digital Services	15:30 - 17:00	1. Plenary Session (15:30-16:30) Theme: <b>Climate Action in the Telecom Sector: A Dual Approach to Net Zero</b> 2. Awards (16:30-16:50) 3. Closing (16:50-17:00)			
18:30 - 20:30 Welcome Reception	18:30 – Ballroom 1 Conference Dinner					Free evening			

**Day 1: 26 November 2023 (Sun)**

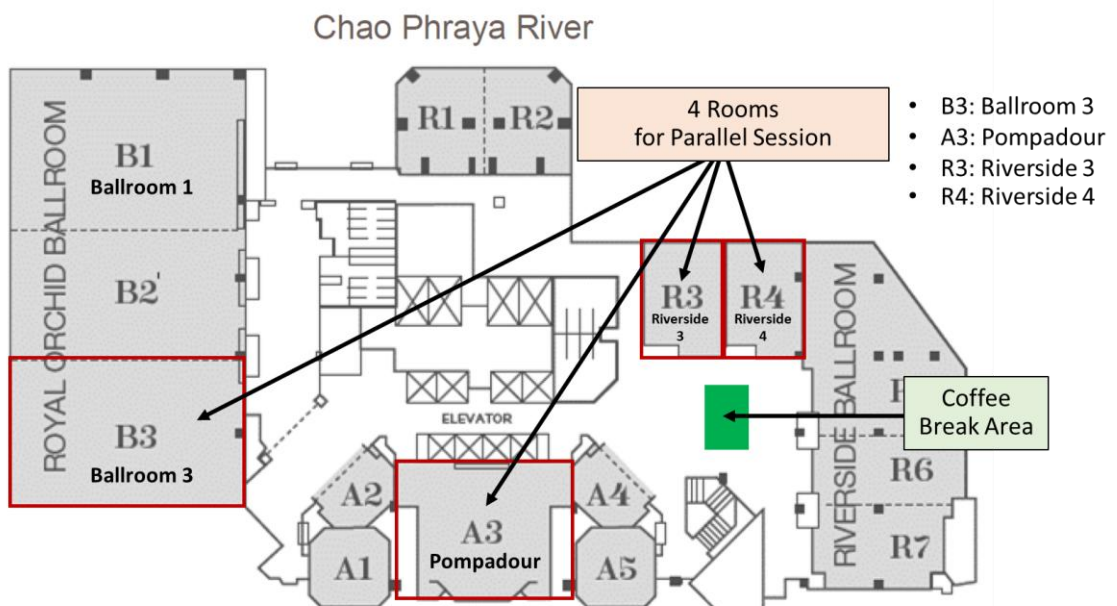
16:00 - **Registration desk open**

18:00 - 20:00 **Welcome reception** at Giorgio's Terrace (1stFloor)

**Welcome Reception**



**Session Rooms**



**Day 2: 27 November 2023 (Mon)**

## **Opening Plenary Session 9:00 – 12:30**

**Room: Ballroom 1**

### **Welcome Speeches:**

**Welcome Address:** **Stephen Schmidt**, ITS Chair, and Vice President, TELUS, Canada

**Opening Remarks:** **Suphat Suphachalasai**, Commissioner, NBTC

### **Panel 1 (9:30-11:00)**

#### **The Telecom Merger and Acquisition: Unveiling the Dynamics of Thai Telecommunication Consolidation**

Moderator: **Bronwyn Howell**, Senior Lecturer, School of Management, Victoria University, New Zealand

Speakers:

Legal aspects

- **Kamolvan Chiravisit**, Assistant Professor, Faculty of Law, Thammasat University
- **Kanoknai Thawonphanit**, Faculty of Law, Thammasat University

Economics aspects

- **Pornthep Benyaapikul**, Assistant Professor, Faculty of Economics, Thammasat University
- **Wanwiphang Manachotphong**, Assistant Professor, Faculty of Economics, Thammasat University

Comments from Law and Economics perspectives:

- **Stephen Schmidt**, ITS Chair, and Vice President, TELUS, Canada
- **Bronwyn Howell**, Senior Lecturer, School of Management, Victoria University, New Zealand

### **Coffee Break (11:00 - 11:30)**

### **Panel 2 (11:30 - 12:30)**

#### **AI Governance and Ethics: Asian Countries' Perspectives**

Moderator: **Hitoshi Mitomo**, Vice Chair, ITS, and Professor, Graduate School of Asia-Pacific Studies, Waseda University, Japan

Speakers:

- **Shuya Hayashi**, Professor, Graduate School of Law, Nagoya University, Japan
- **Youngsun Kwon**, Professor, School of Business & Technology Management, College of Business, Korea Advanced Institute of Science and Technology, Korea
- **Yu-li, Liu**, Professor, School of Journalism and Communication, Shanghai University, China
- **Pirongrong Ramasoota**, Commissioner, NBTC, and Emeritus Professor, Chulalongkorn University, Thailand

**Lunch (12:30-13:30) Room: Riverside Ballroom**

**Day 2: 27 November 2023 (Room Ballroom 3 and Pompadour)**

Time		Room 1 (Ballroom 3)	Room 2 (Pompadour)
9:00-11:00	Session 1	Opening Plenary Session (Room: Ballroom 1)	
11:00 -11:30	Coffee break		
11:30-12:30	Session 2	Opening Plenary Session (Room: Ballroom 1)	
12:30-13:30	Lunch at Riverside Ballroom		
13:30-15:00	Session 3	<p><b>Session 3-1 “Digital Sustainability”</b></p> <ol style="list-style-type: none"> <li><b>Jason Whalley, Pierre Vialle, Chick Essence Ambe and Peter Curwen</b> Creating value from mobile financial services: The case of Orange Money in Africa</li> <li><b>Jean-Michel Sahut</b> A new multi-layered decision-making framework for assessing the impact of digital technologies on regional resilience</li> <li><b>Kalvin Bahia, Pau Castells and Harry Fernando Aquije Ballon</b> Beyond financial inclusion: Does mobile money drive GDP growth?</li> </ol>	<p><b>Session 3-2 “Digital Space”</b></p> <ol style="list-style-type: none"> <li><b>Tepei Koguchi and Toshiya Jitsuzumi</b> Analysis of the preferences for the "information health" concept: Consideration of impact on willingness to pay</li> <li><b>Tomoaki Nakamura, Takao Goto and Akihiro Nakamura</b> Analysis of Substitution of Business Travel Activities by Video Conferencing: A Questionnaire-based Analysis</li> <li><b>Bronwyn Howell and Petrus Potgieter</b> Shooting the messenger: an evaluation of New Zealand’s Safer Online Services and Media Platforms proposal</li> </ol>
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p><b>Session 4-1 “Digital Transformation”</b></p> <ol style="list-style-type: none"> <li><b>Xu Yan</b> 5G Applications from Information Reach and Information Richness Perspectives</li> <li><b>Anna Renata Pisarkiewicz, Chiara Carrozza, Niccolò Innocenti and Leonardo Mazzoni</b> 5G, quantum computing and semiconductors: Is technological leadership the same across various critical technologies?</li> <li><b>Haruo Takasaki and Takuro Yonezawa</b> Consideration of the Social Acceptance of Flying Cars and Policy Implications in Major Countries</li> </ol>	<p><b>Session 4-2 “ICT in Business”</b></p> <ol style="list-style-type: none"> <li><b>Jaeseo Choi and Junghwan Kim</b> A Study on Evaluating User Satisfaction of Music Streaming Services in Korea</li> <li><b>Donggeun Kim, Jaeseo Choi and Junghwan Kim</b> Exploring South Korean SMEs’ Perceptions of Digital Transformation and Digital Platforms</li> <li><b>Tomoyuki Okada</b> The transformation of visitor's experience of the world expositions: A study of the history of World EXPOs' Mobile Apps</li> </ol>
18:30-	Conference Dinner at Ballroom 1		

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

Time		Room 3 (Riverside 3)	Room 4 (Riverside 4)
9:00-10:30	Session 1	Opening Plenary Session (Room: Ballroom 1)	
10:30-11:00	Coffee break		
11:00-12:30	Session 2	Opening Plenary Session (Room: Ballroom 1)	
12:30-13:30	Lunch at Riverside Ballroom		
13:30-15:00	Session 3	<p><b>Session 3-3 “Mis- and Dis-information”</b></p> <ol style="list-style-type: none"> <li><b>John Cheng, Masaru Nishikawa and Vimala Balakrishnan</b> Sentiments of online anti-vaccination endorsements: A case study of Amazon Japan</li> <li><b>Xue Dou and Han Chen</b> How do social cues influence peoples’ perception of articles that rebut mis- and dis-information?</li> <li><b>Morihiro Ogasahara</b> Does media credibility increase resistance to disinformation? News repertoire approach to disinformation in the 2022 House of Councilors election</li> </ol>	<p><b>Session 3-4 “Media Industries”</b></p> <ol style="list-style-type: none"> <li><b>Arpawadee Nuntree</b> Geopolitics in Satellite Industry and National Telecom Regulation in the New Space Race Era</li> <li><b>Yunjeong Jang, Seungkeun Park, Kiwon Kim and Yongkyu Kim</b> Valuing Spectrum in the Reassignment of Radio Spectrum for Mobile Use: The Case of South Korea</li> <li><b>Tokio Otsuka and Hitoshi Mitomo</b> Estimating the User Value of Japan’s Policy towards Internet Integration of Television Broadcasting</li> </ol>
15:00-15:30	Coffee break		
15:30-17:00	Session 4	<p><b>Session 4-3* “ICT and Society”</b></p> <ol style="list-style-type: none"> <li><b>Alphoncina Lyamuya</b> Digital Inequalities and Inclusion in Sites of Forced Displacement: The Case Study of Cash and Voucher Assistance (CVA) Programs</li> <li><b>Nicolle Manuelle Bahia Bittencourt</b> Brazil’s National Museum and ICT Strategies: aftermath of the fire and the reconstruction processes.</li> <li><b>Maria Rim and Youngsun Kwon</b> Reducing biases in the generation of consumer price index with web-based data</li> </ol> <p><b>Chair: Youngsun Kwon</b></p>	<p><b>Session 4-4* “Digital Services”</b></p> <ol style="list-style-type: none"> <li><b>Seoungmin Han</b> Examining Regret in Excessive Short-Video Consumption: A Focus on Content and Individual Attributes</li> <li><b>Sein Hong</b> Exploring users’ dissatisfaction with OTT contents recommendation algorithm and their coping behaviors</li> <li><b>Constantine Bielov</b> Telecommunication Efficiency of OECD Countries: Analysis of Financial Performance &amp; Impacting Factors</li> </ol> <p><b>Chair: Yu-li Liu</b></p>
18:30-	Conference Dinner at Ballroom 1		

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

Time		Room 1 (Ballroom 3)	Room 2 (Pompadour)
9:00-10:30	Session 5	<b>Session 5-1* “Digital Economy”</b> <b>1. Chaeyun Jang</b> Factors influencing the trade balance in intellectual property of Korean media industry <b>2. Junjun Li</b> ICT Investment, Labor-saving Technological Change, and Employment: An Empirical Study of OECD Countries <b>3. Wasin Pongmussaya</b> Variable Surcharges in Bangkok's Traditional Taxis: Perceived Risks, Benefits, and the Unanticipated Gap in Service Behavior Intention <b>Chair: Chanin Mephokee</b>	<b>Session 5-2* “Digitalization”</b> <b>1. Felipe Salgado de Souza</b> Analyzing Citizens’ Perceptions of Super Cities in Japan: Opportunities and Challenges for Public Value Creation <b>2. Jaeyoung Park</b> What would make users perceive digital platforms as indispensable to their lives? <b>3. Jinkyung Ha</b> Do creators want to be engaged in MCNs or be alone? <b>Chair: Stephen Schmidt</b>
10:30-11:00	Coffee break		
11:00-12:30	Session 6	<b>Session 6-1 “AI”</b> <b>1. Lubica Hikkerova, Jean-Michel Sahut and Petr Hajek</b> How machine learning algorithms and sentiment boost oil price forecasting performance for crisis situations? <b>2. Jimoon Kang and Seongcheol Kim</b> Beyond AlphaGo: The Transformative Impact of Go-AI on the Go Industry <b>3. Yumi Jang and Seongcheol Kim</b> Will Korean local platform Naver defend Korean search market in the era of Generative Artificial Intelligence?	<b>Session 6-2 “Work and Life”</b> <b>1. Minjeong Ham and Seongcheol Kim</b> Does ICT-supported remote work change employees' perception of work and life? <b>2. Kenji Yoshimi, Junji Haruta and Takashi Shiga</b> Communication in the Online Community among Healthcare Professionals in the Early Stage of the COVID-19 Pandemic <b>3. Youngkyoung Seo</b> Information behavior during the coronavirus pandemic -Focusing on media literacy and the role of mass media information-
12:30-13:30	Lunch at Riverside Ballroom		
13:30-15:00	Session7	<b>Session 7-1 “Algorithm”</b> <b>1. Merle Uhl, Volker Stocker and William Lehr</b> AI as a General Purpose Technology: Same but Different? <b>2. Yoonhyuk Jung, Jinyoung Nam, Hanbyul Choi and Jonghwa Park</b> Investigating Creators’ Choice of Metaverse Platforms <b>3. Chulmin Lim and Seongcheol Kim</b> Will Korea be another power in the global AI sphere?	<b>Session 7-2 “Data and Platform”</b> <b>1. Moonkyoung Jang and Seongcheol Kim</b> Digital Platform Research Across Countries: A Topic Modeling Analysis <b>2. Yuhanyin Ma and Haijun Yang</b> An experiment on algorithmic literacy education - exploring the relationship between Chinese communication students' risk perception and algorithmic curation.
15:00-15:30	Coffee break		
15:30-17:00	Session 8	Plenary Session at Ballroom 1	

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

Time		Room 3 (Riverside 3)	Room 4 (Riverside 4)
9:00-10:30	Session 5	<p><b>Session 5-3* “Digital Society”</b></p> <ol style="list-style-type: none"> <li><b>Purinat Tantiseranee</b> Selective and Cross-Cutting Exposure to Online Information: Thailand 2023 General Elections Case Studies</li> <li><b>Jee-Sun Oh</b> Is it true that habitual use of m-SNS App drive affective commitment? The impact of habit and social dependency on users’ affective commitment and continuance intention</li> <li><b>Chaeun Ko</b> Avatar Creation of Adolescent Female Users in Social Virtual Worlds</li> </ol> <p><b>Chair: Bronwyn Howell</b></p>	<p><b>Session 5-4* “Digital Applications”</b></p> <ol style="list-style-type: none"> <li><b>Ornicha Boonpanya</b> The Impact of Information Exposure on Bridging the Gap between Environmental Concern and Pro-Environmental Behavior: A Psychological Perspective</li> <li><b>Seungyeon Ha</b> Barriers to Playing Digital Games: Why Do Some People Choose Not to Play Digital Games?</li> <li><b>Hanmin Bae</b> How to extend gaming IPs to merchandise? A comparative study on Pokémon and Angry Birds</li> </ol> <p><b>Chair: Xu Yan</b></p>
10:30-11:00	Coffee break		
11:00-12:30	Session 6	<p><b>Session 6-3 “Media and Society”</b></p> <ol style="list-style-type: none"> <li><b>Dan Ro, Boram Kwon and Hyunmi Baek</b> What Factors Determine International TV Show Flow on OTT? An Empirical Study Using Fuzzy-Set Qualitative Comparative Analysis</li> <li><b>Yuji Hatakeyama and Hitoshi Mitomo</b> The Last One-Mile Problem in Mobile Broadband Networks</li> <li><b>Yuwhan Kim and Seongcheol Kim</b> A Case Study on the ESG Management of Korean Content Companies</li> </ol>	
12:30-13:30	Lunch at Riverside Ballroom		
13:30-15:00	Session 7	<p><b>Session 7-3 “ICT, Politics, and Social Issues”</b></p> <ol style="list-style-type: none"> <li><b>Yuntsai Chou and Wang Li-Dar</b> Credibility and agility of antitrust enforcement: A cross-country analysis of big tech</li> <li><b>Takahiro Kawamata</b> Sea &amp; Land Power Conflicts in ICT Sector in the Asia-Pacific: The International Political Economy of U.S.-China Technological Hegemony and ASEAN &amp; Pacific Islands</li> <li><b>Benyathip Laorrojwong and Natchaya Makarathat</b> The Geopolitics Analysis of Technology Bi-polarization Shaping Policies of Developing Countries: Case Study of Thailand</li> </ol>	
15:00-15:30	Coffee break		
15:30-17:00	Session 8	Plenary Session at Ballroom 1	

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### **Day 3: 28 November 2023**

#### **Plenary 15:30-17:00**

**Room: Ballroom 1**

#### **Panel (15:30-16:30)**

##### **Climate Action in the Telecom Sector: A Dual Approach to Net Zero**

Moderator: **Stanford L. Levin**, Emeritus Professor, Department of Economics and Finance,  
Southern Illinois University Edwardsville, USA

Speakers:

**Stephen Schmidt**, Chair, ITS, and Vice President, TELUS, Canada

**Seongheol Kim**, Professor, School of Media and Communication, Korea University, Korea

#### **Best Student Paper Awards (16:30-16:50)**

- TELUS Award
- NBTC Award

Presenters:

**Stephen Schmidt**, Chair, ITS, and Vice President, TELUS Communications, Canada

**Keerati Apaphant**, Principle Economic Expert, Acting Deputy Secretary General, NBTC, Thailand

#### **Closing (16:50-17:00)**

**Hitoshi Mitomo**, Vice Chair, ITS, and Professor, Graduate School of Asia-Pacific Studies,  
Waseda University, Japan