



8th Global Mobility Roundtable (GMR 2009)

Transformation through Mobility

Cairo Marriott Hotel

1-3 November 2009

Conference Agenda	
Day One: Sunday 1 November 2009	
8:00pm – 10:00pm	<p>Conference Dinner Eugenie Salon</p> <p>Welcome Note Sherif Kamel, GMR 2009 Chair - The American University in Cairo, Egypt</p> <p>Introductory Remarks Omar El Sawy, GMR 2009 Academic Co-Chair, University of Southern California, USA</p> <p>Keynote Speech: ICT Sector in Egypt H.E. Tarek Kamel, Minister of Communications and Information Technology, Egypt</p>
Day Two: Monday 2 November 2009	
8:30am – 3:00 pm	Registration
9:00 am – 9:30am	<p>Plenary Session: The Future of Mobile Online Communities: From Entertainment to Urban Informatics Sirkka Jarvenpaa, University of Texas, USA; Helsinki University of Technology, Finland Verdi Salon</p>
9:30 am – 10:30am	<p>Session 1: Panel on “Is the Unbanked Sector in Egypt Ready for E-Payment Solutions?” Chair: Moatasem Osam, Masary, Egypt Verdi Salon</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ahmed Faragallah, Central Bank of Egypt, Egypt • Ashraf Hassan Abdelwahab, Ministry of State for Administrative Development, Egypt • Moatasem Osam, Masary, Egypt
10:30 am – 10:45 am	Coffee Break
10:45 am – 12:00 am	<p>Session 2: New Mobile Services Chair: Dina Rateb, The American University in Cairo, Egypt Verdi Salon</p>



	<ul style="list-style-type: none"> • Mobility in Outsourced Banking Operations <i>Myriam Raymond, French University in Egypt, Egypt</i> • People Net Mobile Services for Impoverished Citizens <i>Sacha Helfenstein, University of Jyväskylä, Finland</i> <i>Pertti Saariluoma, University of Jyväskylä, Finland</i> <i>Johanna Maksimainen, University of Jyväskylä, Finland</i> • Small Business Characteristics and RFID Implementation : A requirements alignment framework <i>Carmine Sellitto, Victoria University (CTSR), Australia</i> <i>Stephen Burgess, Victoria University (CTSR), Australia</i> <i>Scott Bingley, Victoria University (CTSR), Australia</i> • Mobile Monetization: Web Publishers and Media Companies <i>Ossama Hassanein, Newbury Ventures, USA</i>
<p>12:00 pm – 1:30 pm</p>	<p>Session 3: New Mobile Technologies Chair: Sherif El-Kassas, The American University in Cairo, Egypt Verdi Salon</p> <ul style="list-style-type: none"> • A Public Key Infrastructure in Ambient Information and Transaction Systems <i>Markus Maron, The University of Koblenz-Landau, Germany</i> <i>Sebastian Magnus, The University of Koblenz-Landau, Germany</i> • Designing For Digital Nomads: Managing High Reliance on Applications <i>Sven Carlsson, Lund University, Sweden</i> <i>Bo Andersson, Lund University, Sweden</i> • Diffusion of New Technology Generations in Mobile Communications <i>Anders Bohlin, European Investment Bank, Luxembourg</i> <i>Harald Gruber, European Investment Bank, Luxembourg</i> <i>Pantelis Koutroumpis, Imperial College, UK</i> • Incorporating Trust in Rollout of Near Field Communication Services <i>Per Andersson, Stockholm School of Economics, Sweden</i> <i>Niklas Kviselius, Uppsala University, Sweden</i> • Crisis Management For VoIP: A Multi-Agent-Based Context-Aware Service Approach <i>Gordon Agutu, Tshwane University of Technology, South Africa</i> <i>Elmarie Biermann, Tshwane University of Technology, South Africa</i> <i>Karim Djouani, Tshwane University of Technology, South Africa</i> <i>Guillaume Noel, Tshwane University of Technology, South Africa</i>
<p>1:30 pm - 2:45pm</p>	<p>Lunch Aida Ballroom Keynote Speech: “Delivering Future-Friendly Mobile Services: Challenges and Opportunities for Network Operators” Ibrahim Gedeon, Chief Technology Officer, TELUS, Canada</p>



<p>2:45pm – 4:00pm</p>	<p>Session 4: Business Models in Mobile Markets Chair: Mahmoud Elgowini – advisor to the Minister for Telecommunication and Information Technology. Co-Chair: Ashraf El-Kosheiry, The American University in Cairo, Egypt</p> <p>Verdi Salon</p> <ul style="list-style-type: none"> • A Typology of Business Models for Mobile Service Platforms <i>Pieter Ballon, Vrije Universiteit Brussel, Belgium</i> <i>Nils Walravens, Vrije Universiteit Brussel, Belgium</i> <i>Simon Delaere, Vrije Universiteit Brussel, Belgium</i> • Competition, Essential Facilities, Bottlenecks and the Pricing of Mobile Phone Service <i>Stanford Levin, Southern Illinois University Edwardsville, USA</i> <i>Stephen Schmidt, TELUS Communications Company, Canada</i> • Why Consumers Purchase Next Mobile Phones: Modeling the Process of Decision-Making <i>Cong Kristy Shi, Nanyang Technological University, Singapore</i> <i>Xiaoming Hao, Nanyang Technological University, Singapore</i> <i>Ravi Sharma, Nanyang Technological University, Singapore</i> • A Prospective Analysis of Mobile Search Business Models <i>Claudio Feijóo, IPTS, Directorate General JRC – European Commission, Spain</i> <i>Ramón Compañó, IPTS, Directorate General JRC – European Commission, Spain</i> <i>Margherita Bacigalupo, National University of Distance Education, Spain</i> <i>José-Luis Gómez-Barroso, National University of Distance Education, Spain</i>
<p>4:00pm – 4:45 pm</p>	<p>Session 5: Panel on RFID Applications in Hospitals: Opportunities and Challenges Chair: Dr. Ahmed Tantawy – Nano Technology Center, Egypt</p> <p>Verdi Salon</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Khaled Hassanein, McMaster University, Canada • Ahmed Fahmy, Cairo University, Egypt
<p>4:45 pm - 5:00 pm</p>	<p>Coffee Break</p>
<p>5:00 pm - 6:30 pm</p>	<p>Session 6: User Adoption Models Chair: Ray Hackney, Brunel University, UK</p> <p>Verdi Salon</p> <ul style="list-style-type: none"> • Development of an Instrument to Measure the Adoption of Mobile Services <i>Shang Gao , Norwegian University of Science and Technology, Norway</i> <i>John Krogstie, Norwegian University of Science and Technology, Norway</i> • Conceptualising Mobile Technologies within SMEs: A consideration of ‘work-life’ balance <i>Ray Hackney, Brunel University, UK</i> <i>Stephen Burgess, Victoria University, Australia</i> <i>Habin Lee, Brunel University, UK</i>



- Mediated versus Direct Access to Mobile Data Services: Adoption Patterns in Greece
George Giaglis, Athens University of Economics and Business, Greece
Panos Kourouthanassis, Athens University of Economics and Business, Greece
Panagiota Lantzouni, Athens University of Economics and Business, Greece
- User Behavior in Location-Based Systems
Sebastian Magnus, The University of Koblenz-Landau, Germany
Markus Maron, The University of Koblenz-Landau, Germany
- Factors affecting internet use penetration in African Countries
Ayman Ibrahim, Orange Labs, Egypt
Reem Abdel Aziz, Orange Labs, Egypt


Day Three: Tuesday 3 November 2009

8:30 am – 12:00 pm	Registration
9:00 am – 10:00 am	<p>Session 7: Panel on Research Centers Chair: Hoda Baraka – First Deputy to the Minister of Communications and Information Technology</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Ananth Srinivasan, University of Auckland Business School, New Zealand • Tarek El Abbady, Microsoft Innovation Center, Egypt • Ahmed Shawky Moussa, Cairo University, Egypt
10:00 am – 11:30am	<p>Session 8: User Behavior in Dealing with Mobile Services Chair: Omar Karam, British University in Egypt, Egypt Verdi Salon</p> <ul style="list-style-type: none"> • Mobile Data Services in Egypt: Survey Results <i>Elizabeth Fife, University of Southern California, USA</i> <i>Nagwa El Shenawy, Ministry of Communications and Information Technology, Egypt</i> • Analysis of Mobile Internet, Map application and Game Adoption Among Smartphone Users <i>Hannu Verkasalo, Helsinki University of Technology, Finland</i> <i>Carolina López-Nicolás, University of Murcia, Spain</i> <i>Francisco Molina-Castillo, University of Murcia, Spain</i> <i>Harry Bouwman, Delft University of Technology, The Netherlands</i> • Consumer Lifestyles and the Adoption of Value Added Mobile Services <i>Harry Bouwman, Delft University of Technology, The Netherlands</i> <i>Carolina López-Nicolás, University of Murcia, Spain</i> <i>Francisco Molina-Castillo, University of Murcia, Spain</i> • The User Experience of Smart Phones: A Consumption Values Approach <i>Jonas Hedman, Copenhagen Business School, Denmark</i> <i>Mads Bødker, Copenhagen Business School, Denmark</i> <i>Greg Gimpel, Copenhagen Business School, Denmark</i> • Understanding the User Selection Process of Mobile Services with the Lazy User Model: An Exploratory Study <i>Franck Tétard, Åbo Akademi University, Finland</i> <i>Mikael Collan, Åbo Akademi University, Finland</i> <i>Anna Fredriksson, Åbo Akademi University, Finland</i>
11:30 am – 11:45 pm	Coffee Break



11:45 am – 1:15 pm	<p>Session 9: Market Analysis Chair: Mohamed Salem, The Information Technology Institute, Egypt Verdi Salon</p> <ul style="list-style-type: none"> • Analyzing Platform Mediated Service Innovations in Two-sided Markets – Case Mobile TV <i>Virpi Kristiina Tuunainen, Helsinki School of Economics, Finland</i> <i>Tuure Tuunanen, The University of Auckland, New Zealand</i> • Mobile TV: An Emerging Market <i>Fadel Digham, National Telecommunications Regulatory Authority, Egypt</i> <i>Ahmed Gad, National Telecommunications Regulatory Authority, Egypt</i> <i>Ramy Ahmed, National Telecommunications Regulatory Authority, Egypt</i> <i>Ahmed El-Hefnawy, National Telecommunications Regulatory Authority, Egypt</i> <i>Olfat Abd El-Monsef, National Telecommunications Regulatory Authority, Egypt</i> • Digital Economy and Economic Development of India: A Comparative Perspective in the Context of Current Mobile Technology and Broadband Application Development <i>Kailash Nath, Asar Software Technology, India-USA</i> • The Development of the M-Commerce Industry in the Gulf Cooperation Council Economies: An Institutional Analysis <i>Nir Kshetri, The University of North Carolina at Greensboro, USA</i> <i>Rozan Maghrabi, The University of North Carolina at Greensboro, USA</i> • Mobile Money Transfer versus M-Payments: Differences between Developing and Developed Financial Markets <i>Key Pousttchi, University of Augsburg, Germany</i>
1:15 pm -2:30 pm	<p>Lunch Aida Ballroom</p> <p>Keynote Speaker: Amr Badawy, Executive Director, The National Telecommunication Regulatory Authority, Egypt</p>
2:30 pm - 3:30 pm	<p>Session 10: Panel on Media Convergence: Past Performance and Future Strategies Chair: Hussein Amin, The American University in Cairo, Egypt Verdi Salon</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Rasha Allam, The American University in Cairo, Egypt • Mervate Abu Auf, The American University in Cairo, Egypt • Mohamed Ahmed, The American University in Cairo, Egypt • Hafez Al Mirazi, The American University in Cairo, Egypt



3:30 pm - 4:30 pm	<p>Session 11: Panel on Social Network Systems Chair: Sherif Kamel, The American University in Cairo, Egypt Verdi Salon</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none">• Rasha Abdulla, The American University in Cairo, Egypt• Sherif Hashem, Information Technology Industry Development Agency, Egypt• Sherif Kamel, The American University in Cairo, Egypt• Nagla Rizk, The American University in Cairo, Egypt
4:30 pm - 5:15 pm	<p>Session 12: Panel on Mobile Entertainment Chair: Mostafa Abou- Gamrah, TW, CEO, Egypt Verdi Salon</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none">• Khaled Abou Zaid, GM ART Digital, Egypt• Amr Soliman, GM eVision, Egypt• Mostafa Abou- Gamrah, TW, CEO, Egypt
5:15 pm - 5:30 pm	<p>Coffee Break</p>
5:30 pm - 6:00 pm	<p>Session 13: Wrap-up Session and Introduction of GMR2010 and ICMB2010</p> <p>Sherif Kamel, GMR2009 Chair - The American University in Cairo, Egypt</p> <p>George M. Giaglis, GMR2010 and ICMB 2010 Conference Co-Chair, Athens University of Economics and Business, Greece</p>