

# ICMB 2011 Conference Program (version 5)

## June 19<sup>th</sup>, 2011 (Sunday)

18:30 Welcome Cocktail in Grand Hotel Como and Conference Registration

## Morning of June 20<sup>th</sup> (Monday)

### PLENARY SESSION 1 – SPAZIO COMO

**08:00-09:00** Conference Registration

**09:00-09:15** Opening Ceremony Presided by Prof. **Andrea Rangone** SoM,  
Politecnico di Milano

**09:15-10:30** Keynote Speakers  
Prof. **Andrea Rangone**, SoM, Politecnico di Milano (Moderator)  
**Claudio Farina**, Head of Strategy Vodafone Italia (TBC)

**10:30-11:00** Coffee Break

**11:00-12:30** Parallel sessions (1-4)

### Session 1

**Session Chair: Eusebio Scornavacca**

**Room: Spazio Como**

Time	Title and Authors
11:00-11:25	<b>The Paradoxes of Change and Control in Digital Infrastructures: The Mobile Operating Systems Case.</b> David Tilson, Kalle Lyytinen, Carsten Sorensen
11:30-11:55	<b>Nature and Interactivity of Mobile Banking Applications: A Typology Based on the Canadian-American Industry.</b> Maxime Trudel, Maxime St-Jean Bergeron, Charley Rabec, Mylène Bastonnais, Harold Boeck
12:00-12:25	<b>Should mobile Internet services be an extension of the fixed Internet?</b> Mark De Reuver, Guido Ongena, Harry Bouwman

## Session 2

Session Chair: Virpi Kristiina Tuunainen

Room: 1

Time	Title and Authors
11:00-11:25	<b>The Role of ICT in Advancing Growth in Least Developed Countries: Trends, Challenges and Opportunities.</b> Rohan Samarajiva
11:30-11:55	<b>The City as a Platform: Exploring the Potential Role(s) of the City in Mobile Service Provision through a Mobile Service Platform Typology.</b> Nils Walravens, Pieter Ballon
12:00-12:25	<b>Mobile Service Platforms - Comparing Nokia OVI and Apple App Store with the IISI<sup>(n)</sup> model.</b> Virpi Kristiina Tuunainen, Jouni Piispanen, Tuure Tuunanen

## Session 3

Session Chair: TBD

Room: 2

Time	Title and Authors
11:00-11:25	<b>A Model to Identify the Dimensions of Mobile Service Quality.</b> Emmanouil Stiakakis, Christos K. Georgiadis
11:30-11:55	<b>e-wallet Properties.</b> Mia Olsen, Ravi K. Vatrapu, Jonas Hedman
12:00-12:25	<b>Mobile Payments: Towards Another Clash of the Titans?</b> Jan Ondrus, Kalle Lyytinen

Session 4  
Session Chair: TBD  
Room 3

Time	Title and Authors
11:00-11:25	<b>Mobile Banking Adoption in the United States: Adapting mobile banking features from low-income countries.</b> Solomon Negash.
11:30-11:55	<b>Empirical Analysis of Usage and Acceptance of Software Distribution Methods on Mobile Devices.</b> Saskia Geisler, Martin Zelazny, Stefan Christmann, Svenja Hagenhoff
12:00-12:25	<b>Acceptance and Adoption of Industrial Mobile Solutions - Factors Affecting to Professional Use and Exploitation of Mobility.</b> Jere Backman, Heli Helaakoski

12:30-14:00 Lunch

## Afternoon of June 20<sup>th</sup> (Monday)

**14:00-15:30** Parallel sessions (5-8)

### Session 5

**Session Chair: Raffaello Balocco (TBD)**

**Room: Spazio Como**

#### Panel Session: Vodafone Contest

Time	Title and Authors
<b>14:00-14:25</b>	Vodafone Contest
<b>14:30-14:55</b>	Vodafone Contest
<b>15:00-15:25</b>	Vodafone Contest

### Session 6

**Session Chair: George Giaglis**

**Room 1**

Time	Title and Authors
<b>14:00-14:25</b>	<b>Diffusion of Telework: Myth or Reality? Some Stylized Facts on Telework Diffusion in Italian Firms.</b> Paolo Neirotti, Elisabetta Raguseo, Emilio Paolucci
<b>14:30-14:55</b>	<b>An Innovative Conference Management Mobile Application (CoMMA).</b> Chris D. Kounavis, Efpraxia D. Zamani, George M. Giaglis
<b>15:00-15:25</b>	<b>Profiling the Mobile Phone Users and their Relationship to the Internet Services and Portals.</b> Eugenia Papaioannou, George Giaglis, Christos K. Georgiadis, Panos Kourouthanassis

## Session 7

Session Chair: Antonio Ghezzi

Room 2

Time	Title and Authors
14:00-14:25	<b>Analysis of Mobile Social Games from the viewpoint of Gamenics Theory.</b> Toshihiko Yamakami
14:30-14:55	<b>An anti-advice guide for Strategic Planning and Business Model Design in the Mobile Telecommunications Industry: the case of a Technology Provider.</b> Antonio Ghezzi, Raffaello Balocco
15:00-15:25	<b>User Interest in Future Mobile Applications.</b> Robert Nickerson, Jamie Eng, Andrea Carignani, Lorenzo Negri, Vanessa Gemmo

## Session 8

Session Chair: TBD

Room 3

Time	Title and Authors
14:00-14:25	<b>Structural Narrative Analysis as a means to unfold the Paradox of Control and Generativity that lies within Mobile Platforms.</b> Ben Eaton, Youngjin Yoo, Carsten Sorensen, Silvia Elaluf-Calderwood
14:30-14:55	<b>Getting Closer to Customers: Mobility Revolution in Pharmaceuticals.</b> Raghuraman Krishnamurthy, Saikumar Jagannathan
15:00-15:25	<b>A new conceptual framework to evaluate consumer adoption of Mobile services: the case of Mobile Tv.</b> Monica Borges, Margherita Pagani, Paulo Rita.

15:30-16:00 Coffee Break

16:00-17:30 Parallel sessions (9-12)

## Session 9

Session Chair: Raffaello Balocco

Room: Spazio Como

### Panel Session: Vodafone Contest

Time	Title and Authors
16:00-16:25	Vodafone Contest
16:30-16:55	Vodafone Contest
17:00-17:25	Vodafone Contest

## Session 10

Session Chair: TBD

Room 1

1.	<b>Mobile customer integration: A smartphone application prototype for conducting mobile conjoint studies.</b> Dennis Eckjans, Helmut Krcmar, Jens Fähling, Jan Marco Leimeister
2.	<b>Understanding the mobile money ecosystem: Roles, Structure and Performance.</b> Peter Tobbin
3.	<b>An Exploratory Research for Mobile Services Penetration in Greece.</b> Theodora Zarpou, Maro Vlachopoulou, Fotini Patsioura.

## Session 11

Session Chair: TBD

Room 2

Time	Title and Authors
16:00-16:25	<b>Factors Predicting three SMS advertising responses.</b> Hernan Riquelme, Rosa Rios, Saleh Alenezi

<b>16:30-16:55</b>	<b>Mobile Social Networking: A Case Study in an Australian Mobile Network Operator.</b> Antonio Ghezzi, Marcelo Nogueira Cortimiglia, Filippo Renga
<b>17:00-17:25</b>	<b>A Four-Layer Success Factor View Model of Mobile Social Games: Analysis of Moba-ga Success in Japan.</b> Toshihiko Yamakami

**Session 12**

**Session Chair: Elizabeth Fife**

**Room 3**

**[Special Panel Session: Global Mobile Survey](#)**

<b>Time</b>	<b>Title and Authors</b>
<b>16:00-16:25</b>	GMS
<b>16:30-16:55</b>	GMS
<b>17:00-17:25</b>	GMS

**19:00 Conference Social Event by Politecnico di Milano – SoM and ICT & Management Observatories.**

Location: Villa d'Este, Cernobbio

## Morning of June 21<sup>st</sup> (Tuesday)

### PLENARY SESSION 2 – SPAZIO COMO

**09:30-10:30** Keynote Speakers

Prof. **Andrea Rangone**, SoM, Politecnico di Milano (Moderator)  
**Mauro Del Rio**, Buongiorno

**10:30-11:00** Coffee Break

**11:00-12:30** Parallel sessions (13-16)

#### Session 13

**Session Chair: Alessandro Perego**

**Room: Spazio Como**

Time	Title and Authors
11:00-11:25	<b>Business Model Renewal: How SMS Modules Can Deliver and Capture Value in a Creative Enterprise Design.</b> Kasper Roldsgaard
11:30-11:55	<b>The Challenge of Meeting Users' Requirements of a Mobile Accounting Information System.</b> Eusebio Scornavacca, Balsam Al-Dabbagh
12:00-12:25	<b>mTagATune: mobile TagATune.</b> Alejandro Ferrarezzo, José Ignacio Larghi.

#### Session 14

**Session Chair: TBD**

**Room 1**

Time	Title and Authors
11:00-11:25	<b>SMS-based Mobile Recommendation System for Campus Recruitment in China.</b> Xiangpei Hu, Chao Li, Lirong Wu
11:30-11:55	<b>Mobile Marketing for Mobile Business (mMK-4-mBIZ).</b> Adela Zifceac, Radu-Adrian Mlesnita
12:00-12:25	<b>Analytic Hierarchy Process (AHP) Approach for Selecting Mobile Service Category (Consumers' Preferences).</b> Shahrokh Nikou, Jozsef Mezei, Harry Bouwman

Session 15  
 Session Chair: TBD  
 Room 2

Time	Title and Authors
11:00-11:25	<b>Explaining the Adoption of Mobile Information Services From a Cultural Perspective.</b> Shang Gao, John Krogstie
11:30-11:55	<b>Motivations of hybrid wireless community participants a qualitative analysis of Swiss FON members.</b> Giovanni Camponovo, Anna Picco-Schwendener
12:00-12:25	<b>Exploring Culture Factors Affecting the Adoption of Mobile Payment.</b> Aihua Zhang, Ying Kong, Xing Yue

Session 16  
 Session Chair: Filippo Renga  
 Room 3

[Panel Session: ICT & Management Observatories vertical research on Mobile Business](#)

Time	Title and Authors
11:00-11:20	<b>Mobile Internet, Content &amp; Apps.</b> Marta Valsecchi (TBC)
11:20-11:40	<b>Mobile Marketing &amp; Service.</b> Laura Cavallaro – Andrea Boaretto (TBC)
11:40-12:00	<b>Mobile Finance – NFC &amp; Mobile Payment.</b> Valeria Portale (TBC)
12:00-12:20	<b>Mobile Wireless &amp; Business – New Tablet &amp; Business Applications</b> Christian Mondini (TBC)

12:30-14:00 Lunch

## Afternoon of June 21<sup>st</sup> (Tuesday)

**14:00-15:30** Parallel sessions (16-20)

### Session 16

**Session Chair: Elizabeth Fife**

**Room: Spazio Como**

Time	Title and Authors
<b>14:00-14:25</b>	<b>Analysis of Internet usage in Thailand: Drivers and Barriers.</b> Chalita Srinuan, Orada Teppayayon, Erik Bohlin.
<b>14:30-14:55</b>	<b>Content analysis of mobile applications from the top 100 global brands.</b> Chung Kim, Sunnyoung Lee, Yen Joon Moon, Elizabeth Fife
<b>15:00-15:25</b>	<b>A study on integrated mobile service using digital watermark for various information carriers.</b> Manabu Hirakawa, Junichi Iijima

### Session 17

**Session Chair: Sunanda Sangwan**

**Room 1**

Time	Title and Authors
<b>14:00-14:25</b>	<b>Task-Technology Fit in Mobile Work: Exploring the Links between Task Attributes and Technology Characteristics.</b> Nan Zhang, Qiang Wei, Guoqing Chen, Xunhua Guo, Fang Wang
<b>14:30-14:55</b>	<b>Understanding Mobile Technology post-adoption usage: mpact upon knowledge creation and individual performance.</b> Yvonne O'Connor, Dr. Phillip O'Reilly, Dr. John O'Donoghue.
<b>15:00-15:25</b>	<b>Mobile phone downloading among students: The status and its effect on security.</b> Iosif Roulidakis, Gorazd Kandus

**Session 18**

**Session Chair: Angela Tumino**

**Room 2**

<b>Time</b>	<b>Title and Authors</b>
<b>14:00-14:25</b>	<b>Mobile Internet Monetization.</b> Jacques Combet, Gerard Hermet
<b>14:30-14:55</b>	<b>A 6-step methodology to evaluate the cost and benefits of RFID-based innovation in the healthcare sector.</b> Chiara Borea, Angela Tumino, Alessandro Perego, Emanuela Pala, Giovanni Miragliotta
<b>15:00-15:25</b>	

**15:30-16:00** Coffee Break

**PLENARY SESSION 3 – SPAZIO COMO**

**16:00-16:10** Closing Ceremony and Best Paper Award

**16:15-16:30** Presentation of ICMB 2012