

## CPR<sub>south</sub>3 – Beijing, China

### DRAFT AGENDA

#### Transformation Strategies for Telecom Operators

5-9, December 2008, Beijing University of Posts & Telecommunication,  
Beijing, China

#### Conference

Friday, December 5, 2008		
0800-0830	Registration	
0830-1000	1.0 Opening session	<p>Keynote Speaker – Liu Cai, Vice President and Secretary General of China Institute of Communication, Director of Policies, Laws and Regulations Department of Ministry of Information Industry, China</p> <p>Chair: Ashok Jhunjunwala (India)</p> <p>Includes comments by Stephen McGurk, on behalf of IDRC and Rohan Samarajiva, LIRNE<sub>asia</sub>, administrative partner of CPR<sub>south</sub></p>
1000-1030	Break	
1030-1140	2.0 Telecom Operator Strategies	<p>Chair: Xu Yan (Hong Kong, China) Discussant: Jean Paul Simon (France)</p> <ul style="list-style-type: none"> <li>• Strategy for Telecom Operators to get maximum benefit from fiber deployment and NGNs <i>Kashif Azim Janjua (Pakistan)</i></li> <li>• Procurement Management Optimization based on Life-cycle-cost Analysis for Telecom Companies <i>Xiaoli Zhu (China) &amp; Xiuqing Huang (China)</i></li> <li>• Brazil Telecom - The briefing of a case on telecom regulation in emerging markets <i>Jose Rogerio Vargens (Brazil)</i></li> </ul>
1140-1250	3.0 ICT for Inclusion	<p>Chair: Ashok Jhunjunwala (India) Discussant: Randy Spence (Canada)</p> <ul style="list-style-type: none"> <li>• Mobile Telephony Access &amp; Usage in Africa <i>Christoph Stork (South Africa/Germany), Augustin Chabossou (Benin), Matthias Stork (Germany) &amp; Pam Zahonogo (Burkina Faso)</i></li> <li>• Hit me with a missed call: The use of missed calls at</li> </ul>

		<p>the bottom of the pyramid  <i>Nirmali Sivapragasam (Sri Lanka), Ayesha Zainudeen (Sri Lanka) &amp; Dimuthu Ratnadivakara (Sri Lanka)</i></p> <ul style="list-style-type: none"> <li>Locating ICTs in Asia's low-income communities:  Private sector initiatives to address the digital divide  <i>Grace Roldan (Philippines) &amp; Beathe Due (Norway)</i></li> </ul>
1250-1400	Lunch	
1400-1510	4.0 E government and efficiency of telecom operators	<p>Chair: Rohan Samarajiva (Sri Lanka)  Discussant: Rekha Jain (India)</p> <ul style="list-style-type: none"> <li>Comparing the Operational Efficiency among Mobile Operators of Brazil, Russia, India and China  <i>Chun-Hsiung Liao (Taiwan), Diana Beatriz González Jiménez (Taiwan/Paraguay)</i></li> <li>A Comparative Study on the Operation Efficiency of Wireless Carriers in the U.S., China, Japan and South Korea  <i>Jing Zhang (China) &amp; Yong Ding (USA/China)</i></li> <li>Promoting e-Government in the Context of New Public Management: The Case of the Local Government of Cebu, Philippines  <i>Mary Grace P. Mirandilla (Philippines)</i></li> </ul>
1510-1540	Break	
1540-1650	5.0 Content and Convergence	<p>Chair: Yuli Liu (Singapore/Taiwan, ROC)  Discussant: Prabir Neogi (Canada)</p> <ul style="list-style-type: none"> <li>Portents and Prospects for Mobile Telephone Service: A 3G Philippine Experience  <i>Luis C Buenaventura (Philippines) &amp; Villy A. Buenaventura (Philippines)</i></li> <li>Human flesh search engine- Is it a next Generation search engine  <i>Dongxiao Liu (USA/China)</i></li> <li>Philippine NGO Websites, Usage Patterns, and Implications to State-Civil Society Relations  <i>Cheryll R. Ruth Soriano (Singapore/Philippines)</i></li> </ul>
1900-2130	<p>Conference Dinner  Policy research in the public interest, Prof William H. Melody, Former Director of LIRNE.NET and World Dialogue on Regulation for Network Economies</p>	

Saturday, December 6, 2008		
0830-0945	6.0 Senior Scholars' Panel: Envisioning the future and understanding the present	Prof. Milagros Rivera (Singapore) <ul style="list-style-type: none"> <li>Intelligent Nation 2015: Understanding Singapore's master plan for the next decade of ICTs.</li> </ul> Prof. Myeong Cheol Park (South Korea) <ul style="list-style-type: none"> <li>Broadband Internet in Korea: Current Status and Success Attributes</li> </ul>
0945-1015	Break	
1015-1130	7.0 Bringing evidence to the policy process: A conversation	Chair: Alison Gillwald (South Africa) Jonathan Aronson (USA) Grace Mirandilla (Philippines)
1130-1230	8.0 Data and methods for research	Chair Rohan Samarajiva (Sri Lanka) Discussant: Stephen McGurk (India/Canada) <ul style="list-style-type: none"> <li>Stakeholder Analysis of Communication Policy Reform in Thailand <i>Monwipa Wongrujira (Thailand)</i></li> <li>Critical Success Factors for Accelerating the Diffusion of 3G Video Calls in Korea <i>Min-Kyoung Kim (South Korea) &amp; Myeong Cheol Park (South Korea)</i></li> </ul>
1230-1330	Lunch	
1330-1430	9.0 Innovations for rural ICT use	Chair: Laurent Elder (Canada) Discussant: Sujata Gamage (Sri Lanka) <ul style="list-style-type: none"> <li>Survival in Rural Franchise: A Study of Information Kiosks in India <i>Sangamitra Ramachander (UK/India)</i></li> <li>Transaction Costs in Agriculture: From Planting Decision to Selling at the Wholesale Market <i>Dimuthu Ratnadiwakara (Sri Lanka), Harsha de Silva (Sri Lanka) &amp; Shamistra Soysa (Sri Lanka)</i></li> </ul>
1430-1500	Break	
1500-1630	10.0 EuroCPR, TPRC and CPR <sub>south</sub> dialogue	Chair: William H. Melody (Denmark) Prabir Neogi – TPRC (Canada) Jean Paul Simon – ECPR (France) Rohan Samarajiva – CPR <sub>south</sub> (Sri Lanka)

1700-2200	Beijing Excursion	
<b>Sunday, December 7, 2008</b>		
0830-0940	11.0 Regulation and Competition	<p>Chair: Alison Gillwald Discussant: Helani Galpaya</p> <ul style="list-style-type: none"> <li>• "Regulatory Reforms in China's Telecommunication Sector: A Case of Policy Transfer Failure or of Policy Divergence? <i>Marc Laperrouza (Switzerland)</i></li> <li>• Banded Forbearance: A New Approach to Price Regulation <i>Tahani Iqbal (Singapore/Sri Lanka) &amp; Rohan Samarajiva (Sri Lanka)</i></li> <li>• Broadband Diffusion and Public Policy: A Panel Data Analysis <i>Yuji Akematsu (Japan)</i></li> </ul>
0940-1010	Break	
1010-1230	12.0 Training session – Effective Communication	Susan Kline (USA)
1230-1330	Lunch	
1330-1500	12.0 Training session contd.	
1530	Visit to Tiananmen Square	
<b>Monday, December 8, 2008</b>		
9:00-1300	Trip to the great wall of china for those not participating in tutorials (Sponsored by the Chongqing University of Posts and Telecommunications, CQUPT)	
1630	Departures begin for those not taking part in tutorials	

### Tutorials

<b>Monday, December 8, 2008</b>	
0830-1030	Ashok Jhunjhunwala: Technology primer for policy intellectuals
1030-1100	Break
1100-1245	William H. Melody: Foundational characteristics of information economies
1245-1400	Lunch
1400-1530	Yuli Liu: Designing research acceptable to policymakers and regulators
1530-1600	Break

1600-1700	Sujata Gamage: Writing a policy brief
<b>Tuesday, December 9, 2008</b>	
0800-1000	Dimuthu Ratnadiwakara and Grace Roldan, Introduction to quantitative and qualitative demand-side research
1000-1030	Break
1030-1200	Heather Hudson: Competition and convergence issues: satellite vs. fiber; cellular vs. copper
1200-1300	Lunch
1300-1500	Rohan Samarajiva & Helani Galpaya: Windows of intervention: picking the topics, doing the research and getting it out at the right time
1500-1530	Break
1530-1730	Discussion of student research problems
<b>Wednesday, December 10, 2008</b>	
0900-1300	Trip to the great wall of china Sponsored by the Chongqing University of Posts and Telecommunications, CQUPT)
1630	Departures begin

<b>Saturday, December 6, 2008</b>	
1730-1930	Third CPR <sub>south</sub> Board Meeting
1930	Board Dinner (venue outside conference location)