

# Call for Papers

The 24th Biennial Conference of  
the International Telecommunications Society,  
June 23-26, 2024, Seoul, Korea

## Conference theme

**“New bottles for new wine:  
digital transformation demands new policies and strategies”**

Digital transformation, which has been accelerated by rapidly advancing artificial intelligence technologies, has deeply influenced every aspect of people’s daily lives. For example, digital content platforms like over-the-top (OTT) services have been reshaping the media industry, and frontier AI models like ChatGPT have been transforming the ways of doing work and business across all public and private sectors. Digital transformation does not end in the ICT and AI industries; it is also redesigning the medical and healthcare industries. Indeed, digital transformation is a new driver of economic growth in the global economy.

As a result of digital transformation, content producers, consumers, and the general public have heavily relied on digital platforms. With the help of various platforms, we can create content, monitor traffic and congestion, develop new materials and vaccines faster, provide individualized healthcare services, and boost production efficiency. The rapid progress in digital transformation however also generates economic and technological contests and fragmentations within and among nations. As the digital transformation progresses, the importance of data is becoming more apparent in all industries because firms are trying to take the lead by offering personalized services in customers’ daily lives. It seems impossible to avoid disruptive industrial restructuring entailing job displacement while creating new jobs, more concentrated market structure, widening income inequality, increasing cyberattacks, privacy breaches, and violations of human dignity.

Recognizing the new opportunities and threats that will be brought by digital transformation, policymakers and industry leaders must pay attention to reinventing domestically and harmonizing globally relevant policy and strategy measures and frameworks. Therefore, the Conference organizers and Organizing Committee of the 24th Biennial Conference of the ITS would like to deliver our warm welcome to scholars, researchers, and policymakers worldwide to explore and discuss new policies and strategies together for effectively coping with the impending challenge of digital transformation.

For this coming conference, the Conference organizers are preparing a new style of program to observe and experience the real testbed of digital transformation. We will hold a special session in the afternoon of June 25th at NAVER 1784. NAVER is Korea’s leading digital platform and NAVER 1784 is the ‘Tech Convergence Platform’ which connects and converges world-leading robotics, autonomous driving, AI, 5G and cloud developed by NAVER.

Once again, we cordially welcome all of you to the 24th Biennial Conference of the ITS, where you can experience and enjoy Korea's vibrant digital transformation and cultural innovation.

[Link to the conference website](#)



# Session topics

The conference organizers welcome innovative ideas and research from all around the world. Submissions addressing the following issues are encouraged. The 24th Biennial Conference proposes 6 main tracks below and 30 sub-tracks.

- Track 1. The nature of digital transformation
- Track 2. Impacts of digital transformation
- Track 3. Cases and applications of digital transformation
- Track 4. Strategies and business models for digital transformation
- Track 5. Policies and Regulations for digital transformation
- Track 6. Local and global perspectives on digital transformation

Submissions addressing any other subject relating to ICT and media are also welcome.

# Call for session proposal

The conference organizers encourage the submission of complete panels consisting of three or more individual papers and a chair. Panel submissions should bring together complementary papers that tackle innovative research questions or subjects related to the conference theme.

# Venue

- Main: Korea University, Seoul, Korea
- Sub: NAVER 1784, Seongnam-si, Korea

# Local main hosts

- Research Institute for Information & Culture, Korea University
- Korea Media Management Association

# Local sub-hosts

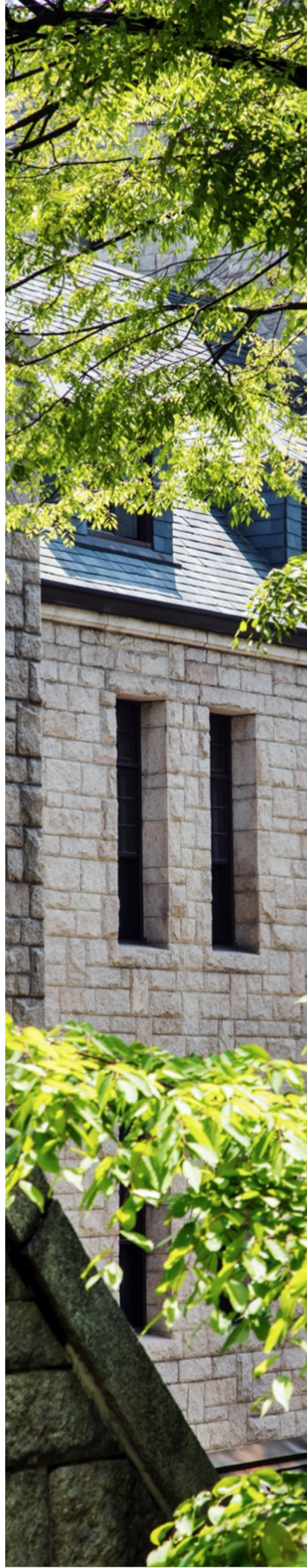
- Smart Media Service Research Center (SSRC), Korea University
- Center for ICT and Society (CIS), Korea University
- Graduate School of Bio Innovation Management, KAIST

# Date

June 23 (Sun) ~ June 26 (Wed), 2024

# Important dates (KST: GMT/UTC+9)

- Online submission open: December 26, 2023
- Deadline for the abstract submission: February 18, 2024
- Notification of acceptance: March 22, 2024
- Online registration open: April 1, 2024
- Early-bird registration close: April 30, 2024
- Deadline for the full paper submission: June 9, 2024
- Online registration close: June 9, 2024
- The 24th Biennial Conference of the ITS in Seoul, Korea: June 23-26, 2024



# Submission of abstracts

Abstracts should be about 2 pages (800 to 1000 words) in length and contain the following information.

- Title
- A clear statement of the research question
- Methodology adopted
- Outline of (expected) results
- Bibliographical notes (up to 6 key references used in the paper)

Please submit your abstract in PDF format via EasyChair. All abstracts will be subject to double-blind peer review.

# Best student paper awards

- The 24th Biennial Conference of the ITS will award outstanding student papers.
- Best Student Paper Awards will be sponsored by TELUS Communications (Canada) and others.
- Only papers written by students (single authorship) will be considered.
- The Award Committee will select the award-winning papers from the full papers submitted to the conference.

# Publication opportunities

The conference organizers intend to publish special issues of *Telecommunications Policy* and *Digital Business* based on the papers presented at the 24th Biennial Conference of the ITS.

# Submission of full paper

- The organizers recommend using the template ([Download link](#)).
- The full paper using this template should be at least four pages long.
- The necessary information is instructed in detail inside the template.

# Online submission

- The 24th Biennial Conference of the ITS is using the EasyChair online submission system.
- Please use the following link to submit an abstract through EasyChair([Link](#)).
- If you do not have an account with EasyChair, you will need to set one up.
- If you have used EasyChair as an author or reviewer, your existing password and account remain valid.
- Please ensure that your abstract is anonymized.
- You will be invited to provide your personal information in a different section.



## Conference organizers

- Prof. Seongcheol Kim, ITS Board member, Director of SSRC and CIS, Korea University
- Prof. Youngsun Kwon, Head, Graduate School of Bio Innovation Management, Korea Advanced Institute of Science & Technology (KAIST)
- Prof. Yoonhyuk Jung, President, Korea Media Management Association

## International organizing committee

- ITS Chair, Stephen Schmidt, TELUS Communications Inc., CANADA
- Prof. Erik Bohlin, Ivey Business School at Western University, CANADA
- Prof. Jason Whalley, Northumbria University, UNITED KINGDOM
- Prof. Anders Henten, Aalborg University, DENMARK
- Prof. Hitoshi Mitomo, Waseda University, JAPAN
- Prof. Yu-li Liu, Shanghai University, CHINA
- Prof. Xu Yan, Hong Kong University of Science & Technology, Hong Kong, CHINA
- Prof. Petrus Potgieter, University of South Africa, South Africa
- Senior Lecturer, Bronwyn Howell, Victoria University, NEW ZEALAND

## Local program committee

- Prof. Junghwan Kim, Pukyong National University
- Prof. Seong Choul Hong, Kyonggi University
- Prof. Kyu Tae Kwak, Soonchunhyang University
- Prof. Young June Sah, Sogang University
- Prof. Min Ho Ryu, Dong-A University
- Prof. Daeho Lee, Sungkyunkwan University
- Prof. Changjun Lee, Sungkyunkwan University
- Prof. Hoyong Choi, KAIST
- Prof. Moonkyoung Jang, Gachon University
- Ms. Jiyoun Son, Head of Government Affairs, NAVER Corporation
- Dr. Yuri Park, Senior Fellow, Korea Information Society Development Institute (KISDI)

