

CALL FOR PAPERS

The 20th Annual 2002 ICFC Conference

"Telecom Forecasting, Marketing, and Demand Analysis in an Uncertain Economy"

Grand Hyatt, San Francisco, CA, USA

June 25-28, 2002

Hosted by Illinois State University and the International Telecommunications Society

The ICFC Conference is an international communications conference for marketing, forecasting and demand analysis. The ICFC attracts forecasters, demand analysts, market researchers, product managers, statisticians, academics, and consultants within, or interested in, the communications industry. The ICFC provides timely information and state-of-the-art analysis of existing and emerging issues as they pertain to communications forecasting, planning, demand analysis, and marketing.

The theme of the 2002 conference is "Telecom Forecasting, Marketing, and Demand Analysis in an Uncertain Economy." With the worldwide economies slowing down, the growth rate for demand for telecommunications products has decreased significantly. In order to grow, companies must do a better job of marketing to customers, analyzing demand, controlling costs and forecasting.

Success in this changing marketplace requires knowledge of customers, competitors, markets, and a fundamental understanding of how to leverage emerging technologies. How can customer behavior be understood in an era of an uncertain economy, converging technologies, changing market dynamics, new product and service bundling, and intense competition? The 2002 ICFC will be the ideal forum for discussion and synthesis of these issues with up-to-date research presentations by professionals in communications marketing, forecasting, and demand analysis.

The conference will include plenary sessions, concurrent sessions and tutorials. Professionals and academics with expertise in communications demand, market analysis, target marketing, forecasting, product management, industry competition, technology and related fields are strongly invited to submit papers for the concurrent sessions on areas of interest as listed below. Please submit abstracts of 300 words or less by mail, fax or e-mail on or BEFORE **MARCH 1, 2002** to: (preferred mode is e-mail; please include name, address, phone, fax and e-mail on all correspondence)

Dr. David G. Loomis

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Abstracts will be reviewed by the conference Planning Committee and notification of acceptance will be given by MARCH 29, 2002. Presentations are generally about 20 minutes followed by a brief discussion period. If you require more time for your proposed presentation or you have any special audiovisual or computer requirements, please indicate so in your abstract. **All presenters are expected to register for the conference and pay the regular registration fee \$US 995.** A limited number of registration scholarships may be available to academic and government presenters. Papers presented at the conference are also eligible to be included in a conference book and will be posted to our website.

PLEASE VISIT ICFC HOME PAGE AT <http://www.icfc.ilstu.edu/>

ICFC 2002 Call for Papers Topics

Demand & Market Analysis:

Demand for Local Services
 Service Bundling
 Optimizing Calling and Service Packages
 Churn / Customer Retention
 Customer Targeting
 Flat vs. Usage Based Pricing
 Own & Cross Price Elasticities
 Firm vs. Market Elasticities
 New Product Research
 Cellular/PCS access and services
 Other related topics

Forecasting:

New Products/Services Forecasting
 Unbundled Network Element (UNE) Forecasting
 Integrating Market Research into Forecasting
 Market Share Predictions
 Integrating Competitive Intelligence into Forecasts
 Toll/Access Forecasting & Competition
 International toll Forecasting
 Broadband & Bandwidth Forecasting
 Other related topics

Competition:

Impact of Local Loop Competition
 Inter & IntraLATA Toll and Market Share
 Competition among LEC, IXC, CATV, Cellular, & Electric Companies
 Simulation or Gaming Methods for Managing Market Share Competition
 Resale and Wholesale of LEC Services
 Competitive Development in EU Countries
 Other related topics

Regulatory & Industry Dynamics:

Open Access/Line Sharing
 Alternative Access Provision
 Resale and Wholesale of Local Services
 One-Stop Shopping
 Competitive Entry to Local Services
 LEC Entry to InterLATA Services
 Mergers / Industry Consolidation
 International Alliances
 Inter-Carrier Compensation
 Spectrum Auctions
 Other related topics

Information Technologies:

VoIP
 Internet
 E-Commerce/M-Commerce
 Video Services
 Online Providers and ISPs
 Wireless/Wireline Substitution
 Satellite Competition & Substitution
 Internet Telephony
 DSL/Cable Modems
 SONET, AIN, ATM, FTTC, FTTH
 Communications & Multimedia
 Wireless Data/3G (IMT 2000) Deployment

Analytic Methods:

GIS Technology & Competition
 Discrete Choice Methods
 Neural Networks
 Data Mining
 Database Marketing/Data Warehousing
 CRM (Customer Relation Management)

The ICFC is designed and organized by representatives from

ADC Newnet	Nokia
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ICFC 2002
 Department of Economics
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Conference Host:

Illinois State University, the first public institution of higher education in the state, is a student-centered, multi-purpose institution committed to providing undergraduate and graduate programs which are of the highest quality. The Department of Economics offers a Master's Degree in Applied Economics in Electricity, Natural Gas, and Telecommunications.

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[] **2002 ICFC**, Registration Fee: \$US 995.00 (Academic Rate: \$US 495.00)
 (Rate good until May 1, 2002)

[] **Yes**, I am interested in purchasing a copy of *Forecasting The Internet: Understanding the Explosive Growth of Data Communications* ed. by David G. Loomis and Lester D. Taylor
 (Kluwer Publishers, 2002) for \$80 (includes tax and ground shipping - overseas express mail add \$23)

If Check or Money order, please make payable to "Illinois State University"