



Building *Resilience* in  
Telecommunications

# IN CANADA AND BEYOND

**Tuesday, May 14, 2024**

**12 – 6 p.m.**

[Donald K. Johnson Centre, First Canadian Place / Exchange Tower](#)

130 King Street, Toronto, Ontario

**Host**

Ivey Business School, Western University, Ontario

**Organizer**

[Erik Bohlin](#), Ivey Chair in Telecommunication Economics, Regulation and Policy – with support from [Lawrence National Centre for Policy and Management](#), Ivey Business School

**Moderator**

[Romel Mostafa](#), Director, [Lawrence National Centre for Policy and Management](#), Ivey Business School

**Rapporteur**

[Jieun Park](#), Senior Researcher, Korea Institute of Science and Technology (KIST)

# Schedule

Time	Location
12:00 – 1:00 p.m.	<b>Welcome Buffet Lunch</b>
1:00 – 1:10 p.m.	<b>Welcome and Introduction</b> Erik Bohlin, Professor, Ivey Business School
1:10 – 1:35 p.m.	<b>Opening Keynote: A Resilient Canada</b> Adam Scott, Vice Chair, Canadian Radio-Television and Telecommunications Commission (CRTC)
1:35 – 2:00 p.m.	<b>Digital Infrastructure Security and Resilience – Policy and Governance Implications</b> Georg Serentschy, Managing Partner, Serentschy Advisory Services, Austria
2:00 – 2:25 p.m.	<b>Re-conceptualizing Communications in Emergencies</b> Eli Noam, Professor, Columbia Business School, United States
2:25 – 2:30 p.m.	<b>Mid-stream Rapporteur Note</b> Jieun Park, Senior Researcher, Korea Institute of Science and Technology (KIST)
2:30 – 3:00 p.m.	<b>Coffee Break</b>
3:00 – 3:15 p.m.	<b>Resilience Lessons from the Maui Wildfires: Implications for Telecommunications</b> Jenifer Sunrise Winter, Professor, University of Hawai'i at Mānoa <i>Note: Virtual presentation</i>
3:15 – 3:40 p.m.	<b>Network Security and Resilience Risks: The Korean Case</b> Seongcheol Kim, Professor, Korea University, South Korea
3:40 – 4:10 p.m.	<b>Perspectives from Industry</b> Phil Moore, Vice President, Corporate Real Estate and Emergency Response, TELUS

4:10 – 4:55 p.m.	<p><b>Panel Discussion</b></p> <p>Moderated by Romel Mostafa, Director, Lawrence National Centre for Policy and Management, Ivey Business School</p> <p>Key-note Panel Address: Andre Arbour, Director General, Innovation, Science and Economic Development Canada (ISED)</p> <p>Comments by: Laurel Austin, Associate Professor, Ivey Business School; David Short, Senior Director, Independent Electricity System Operator (IESO); together with earlier speakers and audience</p> <p>Panel closing with Rapporteur Summary by Jieun Park, Korea Institute of Science and Technology (KIST)</p>
4:55 p.m.	<p><b>Outlooks and Next Workshop</b></p> <p>Erik Bohlin, Professor, Ivey Business School</p>
5:00 – 6:00 p.m.	<p><b>Networking Reception with Cocktails and Hors d'oeuvres</b></p>

## Speakers



**Andre Arbour** is the Director General of Telecommunications and Internet Policy at Innovation, Science and Economic Development Canada. He is responsible for leading policy development on various telecommunications matters including Internet and mobile wireless competition, rural and remote access, international Internet governance and in relation to the Telecommunications Act. Prior to his current role he occupied a series positions working in telecommunications and public policy. Past initiatives including leading development of Canada's first national Connectivity Strategy, leading policy for \$4 billion in connectivity program funding, and policy development on various issues related to net neutrality and consumer protection.



**Laurel Austin** is an Associate Professor in Management Science at Ivey Business School. She uses behavioural and decision science methods to study how people make decisions when faced with risk and uncertainty. Her interest is in informing development of evidence-based communications, policies, and interventions to improve how people make decisions and manage risk. In research, Laurel works with interdisciplinary teams to take a system's approach

to modelling and assessing how cognitive, economic, social, policy, environmental, health, and context factors influence risk decisions and behaviours. She is currently leading a team in study of the sudden shift to digital self-triage and virtual medical care during the COVID-19 pandemic, to leverage learnings for 'digital first' care going forward. Prior to joining Ivey, Laurel was an Associate Professor of Strategic Decision Making and Risk Management at Copenhagen Business School in Denmark. She has published research on medical and health decision making, insurance decisions and behaviour, occupational safety, and computer supported group decision making. She earned her PhD in Management and Decision Sciences at Carnegie Mellon University, and an MSE in Industrial and Operations Engineering at University of Michigan. In decision making and risk management courses that she teaches, Laurel is increasingly focused on helping students to understand the increasing threat of systemic risks, the need to therefore build resilience in organizations and communities, and the challenges of doing so.



**Erik Bohlin** (Professor and Ivey Chair in Telecommunication Economics, Policy and Regulation, BEPP) is an expert in telecommunications policy, an inter-disciplinary topic concerned with the impact of digitalization in the economy and society. He is Editor-in-Chief of Telecommunications Policy, a premier journal in the field. He is on leave as Professor at Chalmers University of Technology, Sweden. His graduate degree is in Business Administration and Economics at the Stockholm School of Economics (1987) and his Ph.D. is from Chalmers University of Technology (1995). He is a Member of the Swedish Royal Academy of Engineering, and Past Chair of the International Telecommunications Society, an inter-disciplinary professional society convening conferences on the evolving digital society and policy needs.



**Seongcheol Kim** received his BBA and MBA from Seoul National University in Korea and an MA in Telecommunication and PhD in Mass Media from Michigan State University in the U.S. From 1989 to early 2008, Dr. Kim has worked for SK Group, Seoul Metropolitan Government and Korea Advanced Institute of Science and Technology (KAIST). He is the former president of the Korean Association for Information Society (KAIS) and Korea Media Management Association (KMMA), and the former director of Korea University Library. He received the Order of Merit from the President of Korea in 2018. He also received the Seoktop Research Award of Korea University 6 times and the Seoktop Teaching Award of Korea University 12 times. He became the winner of the 2022 Academic Achievement Award presented by Korea University Alumni Association (KUAA). His research was selected as one of the Top 50 Research Achievements of National Research Foundation of Korea, so he received the Commendation from Minister of Ministry of Education in 2022. In 2023, he received the Top Research Center Achievements (Smart Media Service Research Center) from the Minister of Ministry of Science and ICT.



**Phil Moore** is Vice President, Corporate Real Estate and Emergency Response at TELUS. He has been with TELUS for over 25 years and has held a variety of senior positions. Since 2018 he has been the Chair of TELUS Emergency Management Operating Committee. He has led the organization through preparation and response for impacts from floods, wildfires, atmospheric rivers, Derechos and the COVID-19 pandemic. His team takes each response as an opportunity to learn and direct further investment into climate risk mitigation and response. TELUS response goes beyond infrastructure protection, service continuity and safety and has evolved into a more impactful humanitarian response both domestically and internationally. Phil has a Master of Business Administration from the University of Calgary, a post-diploma from the British Columbia Institute of Technology and a Bachelor of Arts from the University of Western Ontario.



**Romel Mostafa** is an Assistant Professor of Business, Economics and Public Policy at the Ivey Business School. Romel's areas of research and expertise include strategy & capability development in new firms, innovation & competitive dynamics, industrial evolution & policy, as well as behavioural decision-making. He has published in a number of leading academic journals, including *Academy of Management Journal*, *Journal of Behavioral Decision Making*, *Journal of Risk & Uncertainty*, *Organization Science* and *Management Science*. His research and commentaries have been featured in global media outlets such as CNN, NPR and the New York Times. Romel has taught both at graduate and undergraduate levels, and received several teaching awards. He obtained his PhD and MSc from Carnegie Mellon University, and BA from Lawrence University. As the Director of Ivey's [Lawrence National Centre for Policy and Management](#), Romel spearheads the Centre's research, outreach and teaching initiatives. The Centre advocates for sound policy and corporate action towards unlocking national competitive advantage, by focusing on critical challenges and opportunities around digital, trade and social infrastructural pillars.



**Eli Noam** has served as Professor of Economics and Finance at the Columbia Business School and its Garrett Professor of Public Policy and Business and is Director of the Columbia Institute for Tele-Information, a research center focusing on management and policy issues in telecommunications, internet, and electronic mass media. Served for three years as a Commissioner for Public Services of New York State. Appointed by the White House to the President's IT Advisory Committee. He has also taught at Columbia Law School, Princeton University's Economics Department and Woodrow Wilson School, and the Swiss universities of St. Gallen and Fribourg, and is active in the development of electronic



distance education. Noam published 37 books and over 350 articles in economics journals, law reviews, and interdisciplinary journals, and was a regular columnist for the Financial Times online edition.



**Jieun Park** is a Senior Researcher in the Technology Policy Research Department at the Korea Institute of Science and Technology (KIST), which is the first and largest government-funded R&D institute in Korea. She received her M.A. and Ph.D. in Media & Communication, and a B.A. in International Studies from Korea University. Prior to joining the KIST, she has worked as a Policy Researcher at the Seoul Digital Foundation, leading research on open innovation platform strategies for the Seoul Metropolitan Government, and shortly joined the USC Annenberg Research Network on International Communication as a visiting scholar. Jieun is currently serving multiple roles at the KIST; a Korean R&D policy specialist in global scientific collaboration, a researcher who focuses on catalyzing strategies for interdisciplinary research, and a science communicator endeavoring to become a bridge between the science community and the public.



**Adam Scott** is currently the Vice-Chair of Telecommunications at the Canadian Radio-television and Telecommunications Commission. With over 20 years of telecommunications policy and regulatory experience, Adam has managed complex files with technological, economic, social and legal dimensions, including Canada's 5G spectrum auctions. He has 12 years of experience at the executive level and brings a wealth of legislative, policy, regulatory, and program expertise to the telecommunications space. During his time at Innovation, Science and Economic Development Canada, he was responsible for developing strategies on how to optimize social and economic benefits of wireless spectrum in Canada. For many years, he developed government programs to improve broadband access in rural and remote parts of Canada, and developed a vision and strategy for improving Canada's communications infrastructure, addressing rural gaps, affordability issues, competition, innovation and investment. Adam brings significant experience to the table in consulting and cooperating with industry, civil society, other levels of government, departments and agencies.

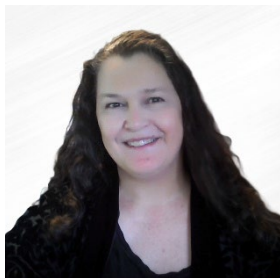


**Georg Serentschy** advises C-level and top experts in the digital sector (platforms, telecommunications, media, and technology) on strategy, regulation & competition, spectrum policies, cybersecurity policies and innovation. A prime focus of his advisory work is the strategic positioning of companies in a specific regulatory environment. Experience shows that regulation is the most critical lever for driving commercial performance, investment and innovation in

the digital sector. Georg's professional career spans more than 40 years. It began in nuclear physics, after which he turned to industrial research and development in various high-tech industrial areas such as software development, solar energy, aerospace, and telecommunications. After his career in industry, he joined Arthur D. Little, a strategy consulting firm. Then, for over a decade, he headed up the Regulatory Authority for Telecommunications in Austria (RTR-GmbH). The highlight of Georg's regulatory career was chairing and vice-chairing BEREC (Body of European Regulators for Electronic Communications). In 2014, he founded his consulting boutique, focused on advising C-suite and top digital sector experts on strategy, artificial intelligence, regulation & competition, spectrum policy, cybersecurity policy and innovation. In parallel, he continues to work with leading consultancies on a project basis.



**David Short** holds the position of Senior Director, System Integration for the Independent Electricity System Operator (IESO). In this role his teams are responsible for managing system changes, event analysis and performance validation, as well as engineering studies that define our system models and operating limits. He is a past member of NERC's Planning Committee, past chair of the ISO/RTO Planning Committee, and is currently a member of NPCC's Reliability Coordination Committee. Mr. Short has 30 years of industry experience in Ontario and British Columbia. He holds a Bachelor of Science (Electrical Engineering) from Queen's University and is a registered Professional Engineer in Ontario.



**Jenifer Sunrise Winter** is a Professor in the School of Communication and Information at the University of Hawai'i at Mānoa. Her research addresses data governance and policy related to big data, artificial intelligence (AI), and the Internet of Things (IoT). She is Co-chair of the Pacific Telecommunications Council Research Committee and a member of the Hawai'i Broadband Hui. Her work has been published in leading journals such as *Telecommunications Policy*, *The Information Society*, *Information and Organization*, the *European Journal of Information Systems*, and the *Journal of Information Technology*. She has recently been guest editor of special issues in *Information and Organization* and the *Journal of Information Policy*. She is Editor-in-Chief of the *Journal of Information, Communication and Ethics in Society*, Associate Editor of *Telecommunications Policy*.