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User behavior in the Internet of Things era

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Internet of Things (IoT) is the worldwide Information and Communication Technologies (ICT) infrastructure that will support ubiquitous services among interacting beings, objects, data and applications. In IoT, everyone and everything (humans, animals, plants, wearables, appliances, vehicles, machines, etc.) will carry sensors and/or actuators that will be interconnected via networks. Various services and applications that will use the communicated information will support users and organizations. Alongside the development of technology, user behavior, social, cultural and economic issues should be investigated. Thus, a cross-disciplinary approach should be employed to tackle uncertainties regarding the launch onto the market of profitable applications and services. However, little attention has been given to the user behavioral and organizational issues that are necessary for the acceptance, adoption and usage of these IoT services and applications by the users and organizations. It is not clear which of these services and applications will be accepted, and what are the factors that will affect their acceptance. This keynote speech presents an introduction to IoT services and applications as well as factors that could affect their acceptance.

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Challenges and opportunities in wireless and telecommunications applications in the Middle East

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There has been rapid development in the area of wireless telecommunications in the last few years. This in turn resulted in many applications that gained popularity. At the same time, it provided affordable solutions to many consumers. It also provided services to those who wouldn't have had that opportunity otherwise. This includes healthcare services and access to knowledge and information in rural areas. There are many challenges the Middle East and the Arabian Gulf region face in this area. The aim of this presentation is first to discuss those challenges. This will include the educational, research and development aspect. It will also cover the market and sales part. It will also cover the area of service, coverage, population, education, and policies to aid the spread of services. It will then assess the opportunities available in the market at the moment and provide an assessment for the future trends and impact on the expectations, the required investments, and the return expected.

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