



MEASURING THE DIGITAL ECONOMY:

Reimagining a Digital and AI-Driven World

December 3, 2025 | Toronto, Ontario

***Please note, this is a draft agenda with some details still to be confirmed*

Wednesday, December 3, 2025

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

Organizers

Erik Bohlin, Ivey Chair in Telecommunication Economics, Regulation and Policy, and

Romel Mostafa, Director, Lawrence National Centre for Policy and Management, Ivey Business School

Schedule

| Time | Location |
|-------------------|---|
| 12:00 – 1:00 p.m. | Welcome Buffet Lunch |
| 1:00 – 1:10 p.m. | Welcome and Introduction Erik Bohlin, Professor and Chair in Telecommunication Economics, Policy and Regulation, Ivey Business School |
| 1:10 – 1:30 p.m. | Opening Keynote: A New Measurement of Digital Divide Shane Greenstein, Professor, Harvard Business School |
| 1:30 – 1:50 p.m. | Measuring the Digital Economy: Insights from China's Platform Economy and Livestreaming Commerce Yu-li Liu, Distinguished Professor, School of Journalism and Communication, Shanghai University |
| 1:50 – 2:10 p.m. | Measurement Challenges in the Age of AI Volker Stocker, Research Group Head, Weizenbaum-Institute Berlin |
| 2:10 – 2:30 p.m. | Towards a New Proposal for Measuring Consumer Benefits in the Digital Economy Avinash Collis, Professor, Heinz College of Information Systems and Public Policy, Carnegie Mellon University |
| 2:30 – 3:00 p.m. | Coffee Break |
| 3:00 – 3:15 p.m. | Measuring Broadband: Impact: Challenges and Opportunities (virtual) Elizabeth Mack, Professor, Department of Geography, Environment and Spatial Sciences, Michigan State University |
| 3:15 – 4:00 p.m. | Panel: Where Are We Now? Digital Metrics Today Moderated by Jennifer Withington, Acting Assistant Chief Statistician, Statistics Canada Patrick Gill, Vice President, Business Data Lab, Canadian Chamber of Commerce Marie-Christine Tremblay, Senior Policy Advisor and Chair of the G7 Central Banks' Digitalization Working Group, Bank of Canada Viet Vu, Researcher at the DAIS of TMU |

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| 4:00 – 4:45 p.m. | Panel: Where Should We Go? AI, Skills, Inclusion and the Digital Economy Moderated by Romel Mostafa, Professor and Director, Lawrence National Centre for Policy and Management, Ivey Business School Chris Madan, Vice President, Customer Digital Solutions & Product, TELUS |
| 4:45 – 5:00 p.m. | Conclusions and Outlooks: Implications for Canada TBA |
| 5:00 – 6:00 p.m. | Networking Reception with Cocktails and Hors d'oeuvres |

Speakers



Erik Bohlin is Professor and Chair in Telecommunication Economics, Policy and Regulation at the Ivey Business School. He 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.



Avinash (Avi) Collis is an Assistant Professor at the Heinz College of Information Systems and Public Policy at Carnegie Mellon University. He holds a Ph.D. in Management Science from MIT Sloan School of Management. His research interests include the economics of digitization, focusing on measuring the welfare gains from digital goods. His research has been covered in major media outlets and policy reports, including the New York Times, Wall Street Journal, Washington Post, The Economist, CNN, BBC, Financial Times, Bloomberg, and NPR, and reports by the US White House, Federal Reserve, Senate, and UK Treasury. He was a member of the Federal Economic Statistics Advisory Committee (FESAC), which advised the Department of Commerce, BEA, BLS, and U.S. Census.



As a career-long innovator and intrapreneur, **Patrick Gill** has founded five national initiatives aimed at helping Canadian businesses compete and prosper globally. Among these, he co-founded the Canadian Chamber's Business Data Lab (BDL), an initiative dedicated to democratizing data for decision-making and advancing the country's understanding of Canadian business conditions and trends. Patrick's work has established him as a recognized thought leader, frequently featured in the media and think tank publications. Most recently, he authored BDL reports on business adoption of generative artificial intelligence—"Prompting Productivity"—and on scaling small businesses—"Scaling Success." He holds a master's degree in public policy and an advanced certificate in public administration and governance from Toronto Metropolitan University.



Shane Greenstein is the Martin Marshall Professor of Business Administration. He teaches in the Technology, Operations, and Management Unit. Encompassing a wide array of questions about microelectronics, computing, communication, and internet markets, Professor Greenstein's research extends from economic measurement and analysis to broader issues. His most recent book, *How the Internet Became Commercial* (2015, Princeton University Press), won the 2016 Schumpeter Prize for best book. Many media outlets cover his work. Professor Greenstein previously taught at the Kellogg School of Management, Northwestern University, and at the University of Illinois, Urbana/Champaign. He received his Ph.D. from Stanford University and his BA from the University of California at Berkeley, both in economics. He continues to receive a daily education in life from his wife and children.



Dr. **Yu-li Liu** is a Distinguished Professor at the School of Journalism and Communication at Shanghai University (SHU). She joined SHU in July 2023 after serving as the Head and Professor of the Department of Media and Communication at City University of Hong Kong. Prior to that, she held the position of Distinguished Professor and Vice President for Research and Development at Chengchi University in Taiwan. Currently, she serves as the Associate Editor of Telecommunications Policy and is a member of the editorial boards of five other notable international journals. Her research interests encompass AI ethics and governance, telecommunications law and policy, and new media business strategies, among others.



Elizabeth Mack is a Professor in the Department of Geography, the Environment, and Spatial Sciences at Michigan State University where she teaches courses in economic geography. Dr. Mack's research utilizes mixed methods to understand the evolution of the economy in the face of rapid technological change and climate change. Research on technological change evaluates the impact of information and communications technologies (ICTs) on the development trajectory of regional economies and everyday work. Her work on the environment and climate change evaluates household responses to changing environmental contexts, as well as uses and the ability to pay for water services. Dr. Mack's research has been funded by a variety of agencies including the National Science Foundation (NSF), the United States Department of Agriculture (USDA), the National Aeronautics and Space Administration (NASA) and the Kauffman Foundation for entrepreneurship research.



Chris Madan leads TELUS Digital with accountability for the digital client experience and commercial outcomes. Chris is best known for his visionary leadership focused on delivering large scale transformational change to meet the evolving consumer needs and his ability to drive business impact to succeed in a competitive market. A connector, educator and motivator of people and groups, Chris takes great pride in the top-performing teams he's built and championed over the years. As a successful visible minority leader Chris is committed to inclusion and has chaired a number of diversity groups with organizations he has worked for. Chris holds a number of professional designations in accounting and marketing, serves as a member of a not-for-profit board and audit committee in the medical field and holds a MBA from the Richard Ivey School of Business. Apart from work, Chris is a sought out industry expert and speaker at conferences across North America –and last but not the least -Chris is the proud father of 2 brilliant young ladies, NBA couch expert and an avid cricket player who spends most weekends at cricket pitches across the Greater Toronto Region.



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 several 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.



Volker Stocker heads the multidisciplinary research group "Digital Economy, Internet Ecosystem, and Internet Policy" at the Weizenbaum Institute for the Networked Society (German Internet Institute) in Berlin. He is also a senior researcher in the Internet Architecture and Management Group at TU Berlin; an associated researcher at the Max Planck Institute for Informatics; a research fellow at the Quello Center at Michigan State University; and an affiliated scholar with the Dynamic Competition Initiative (UC Berkeley & EUI). Additionally, he serves on the board of the

International Telecommunications Society (ITS) and is Co-Chair of ITS Europe. An economist by background, Volker takes an interdisciplinary approach in his research, combining different areas of expertise and methods to investigate critical issues related to the digital economy at the intersection of technology, economics, and policy. His recent research focuses primarily on economics, evolution, and regulation of digital infrastructures, platforms, and technologies, as well as the Internet ecosystem.



Marie-Christine Tremblay is a Senior Policy Advisor in the Bank of Canada's International Economic Analysis Department. In this capacity, she chairs the G7 Finance Track Digitalization Working Group, advancing G7 insights on the implications of AI for productivity and financial stability. Previously, Ms. Tremblay served as a Director in the Bank's Financial Stability Department, where she led pioneering work on the macroeconomic and financial system impacts of climate

change. She played a key role in disseminating this work, notably by co-leading a related workstream at the Financial Stability Board. Ms. Tremblay has extensive experience in working on an array of global and economic analytical issues. Previously she held management positions at Finance Canada, Environment and Climate Change Canada, and the Treasury Board Secretariat of Canada. She served as a Head of Division at the OECD, leading and participating in several analytical initiatives, including through collaborations with international partners such as the International Energy Agency (IEA), the IMF and the World Bank. She recently served as guest editor for the journal of Energy Economics. Ms. Tremblay holds a BA in Economics from the University of Ottawa, an MA in Economics from Simon Fraser University, and a PhD in Economics from Université Laval.



Viet Vu (he/him) leads economics research at the Dais as Manager, Economic Research. Prior to the merger, at the Brookfield Institute, Viet has done extensive work on the impact of technology in the labour market in Canada, the technology sector and workers, digital skills, and scale-ups. His research has been cited widely in national media, and has impacted policies at all levels of government. He believes that research, when done

rigorously, can not only help shape policy, but also bring attention to issues that impact those who have been left out of conversations about Canada's future. Viet holds a Masters of Science in Economics from the London School of Economics & Political Science, and a Bachelor of Arts with Honours in Economics from the University of British Columbia. Being a queer immigrant to Canada, Viet also devotes significant attention to ensuring the field of economics is inclusive to all. He sits on the Canadian Economics Association's Diversity committee, and co-chairs the Affinity groups working group.



Jennifer Withington is the Assistant Chief Statistician responsible for Economic and Environmental Statistics at Statistics Canada. She has been working at Statistics Canada for over 25 years. As an executive since 2016, Jennifer has held various roles including Director General of the Macroeconomic Accounts, and Director of the International Accounts and Trade Division. She is responsible for key economic indicators such as the Consumer Price Index, Gross Domestic Product, and International

Merchandise Trade. Jennifer represents Statistics Canada on several International Committees including the United Nations (UN) Advisory Expert Group on National Accounts and the Group of Experts on National Accounts. Jennifer holds a bachelor's degree in economics and political Science as well as a master's degree in economics from McGill University.