

## Mobile data communication Bill shock prevention and roaming regulation

PhD (C.) Irena Malolli  
*University of Tirana*

### Abstract

The mobile data communication is growing fast including the mobile data international roaming. The usage of smart devices, the demand to be connected in online activities increases the usage of data from end user perspective. The users experience in data communication is evolving and changing. Especially in roaming data communications, the users are facing more and more often the phenomenon of bill shock. It is mainly due to the fact that the roaming prices are not well communicated to the end user. It is hard for the user to distinguish how the tariffs are composed either from the home network or from the host network provider. This article will analyze the situation with user experience and user behavior and how we can improve or prevent the bill shock experience in data usage especially in roaming in a combination of measures from regulatory perspective, network operators and users. The article is focused on international mobile roaming, the technical and regulatory measures to prevent bill shock experience by analyzing the roaming regulation in Europe Union, and in Western Balkans focused on Albanian case.

**Keywords:** roaming regulations, mobile data, RLAH, bill shock prevention.

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