

Competitive Advantage in the Digital Economy

CADE 2017

Smart Service Systems, Digital Innovation, Trust and Privacy



Venice, Italy

1st-3rd June 2017

Call for Abstracts

Competitive Advantage in the Digital Economy 2017

The Competitive Advantage in the Digital Economy (CADE) returns for its fourth year in 2017. This year, CADE has been merged with the Service Systems Forum to form a single event focusing on the digital economy. CADE 2017 will be held on 1st-3rd June 2017 at Palazzo Pesaro-Papafava, the University of Warwick's location in Venice, Italy.

(<http://www2.warwick.ac.uk/international/world/venice/>).

The aim of this year's CADE Forum is to provide opportunities for academics and practitioners to share the latest research and practice on topics related to the three research themes of smart service systems, digital innovation, and trust and privacy in the digital economy. CADE will feature six keynote speakers from leading academic scholars working in the domain of the digital economy. Participants will have the opportunity to present in a friendly and intimate environment. There will also be awards to recognise the best presentations of the Forum.



Call for Abstracts

We welcome abstracts (maximum 500 words arranged in the following format: Purpose, Methodology/Approach, Findings, Originality/Value) from academics and practitioners. We are interested in abstracts on interdisciplinary research related to **smart service systems, digital innovation, trust and privacy in the digital economy**. These may come from a range of disciplines, including the following: marketing, HR, operations and supply chain management, strategy, behavioural sciences, economics, information system, and computing. We would particularly like to encourage submissions from scholars in the wider community including anthropologists, sociologists and those from design disciplines interested in the digital economy. We do not necessarily require empirical work, and welcome abstracts **exploring conceptual ideas that inform the integration of personal data for smart service systems** (be bold!).

Abstracts should be under the broad themes of smart service systems, digital innovation, trust and privacy, including but not limited to:

- Role of cognitive systems/assistants/mediators within smart service systems
- Smart cities
- Understanding the interactions of people, technology & organisations within smart service systems
- Approaches to innovation within smart service systems

- Blockchain & distributed ledger technologies
- Digital money & cryptocurrencies
- Liquification & density of information resources
- Digital innovation in the sharing/collaborative economy
- Internet of Things (IoT)-enabled business models, economic models & market creation in the digital economy
- Dynamic service platforms: service engineering, modularity, generativity & incomplete products
- Digital platforms e.g., social networks, Alibaba etc
- Design & innovation in the digital economy
- Entrepreneurship; the interplay between innovation & business model development
- Data as a service
- Personal data & consumer-decision making
- Control, privacy & trust in the digital economy
- Individuals perceptions of privacy, trust & vulnerability in the digital economy

Important Dates

Mid-January: Open for Submission

6th March: Abstract Submission Deadline

31st March: Notification of Acceptance

28th April: Registration Deadline

1st – 3rd June: CADE 2017 in Venice

Abstract Submissions

Please submit your abstract through the **CADE 2017 website** (<http://bit.ly/cade2017>), which also has more details on the Forum including conference costs and speaker bios.

CADE 2017 Scientific Committee

General Chair: Irene Ng (WMG, University of Warwick)

Co-chairs: Roger Maull (University of Surrey), Glenn Parry (UWE)

Program Chairs: Phil Davies (WMG), Max Green (WMG)

Contact

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CADE Facebook page: <https://www.facebook.com/groups/696556137058974/>

Twitter: @sswmg (hashtag: #CADE2017)

Website: <http://bit.ly/cade2017>