

Competitive Advantage in the Digital Economy

CADE 2018

Smart Service Systems, Personal Data and Digital Transformation

Call for Abstracts

18th - 20th June 2018, Venice, Italy



Competitive Advantage in the Digital Economy 2018 (CADE 2018)

Returning for its fifth year in 2018, CADE 2018 will be held on 18th-20th June 2018 at Palazzo Pesaro-Papafava, the University of Warwick's location in Venice, Italy. (<http://www2.warwick.ac.uk/international/world/venice/>).

CADE 2018 aims 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, personal data and digital transformation. The Forum will feature five keynote speakers, all leading academic scholars working in the domain of digital economy. Special workshops will be dedicated to Prototyping in the Personal Data Economy and Teaching in the Digital Economy. Participants will be able to present in a friendly and intimate environment, with awards to be given to recognise the best presentations of CADE 2018.

Call for Abstracts

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

Furthermore, we invite academics, practitioners and policy makers to submit abstracts concerning prototyping in the personal data economy and teaching in the digital economy for special consideration in our workshops. We are interested in abstracts from researchers and those engaged in teaching on how and why you include new content in courses and new ways of engaging students, that reflect the fast-moving arena of digital.

Abstracts should be under the broad themes of smart service systems, personal data and digital transformation, including but not limited to:

- Role of cognitive systems/assistants/mediators within smart service systems
- Understanding the interactions of people, technology & organisations within smart service systems
- Data analytics
- Digital transformation of businesses and industries
- 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
- Design & innovation in the digital economy
- Entrepreneurship; the interplay between innovation & business model development
- Data as a service
- Digital strategy
- Co-creation in the digital economy
- Personal data & consumer-decision making
- Hub of All Things (HAT)
- Personal data for healthcare, wellbeing, smart service systems
- Control, privacy & trust in the digital economy
- Individuals perceptions of privacy, trust & vulnerability in the digital economy

Important Dates

Abstract Submission Opens:	Dec 1, 2017
Submission Deadline:	March 9, 2018
Participants Notified:	March 23, 2018
Registration Opens:	March 23, 2018
Registration Closes:	May 11, 2018
CADE 2018:	June 18-20, 2018

Abstract Submissions

Please submit your abstract through the **CADE 2018 website** (<http://bit.ly/cade2018>) which also has further details on the Forum including conference costs and keynote speaker bios.

CADE 2018 Scientific Committee

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

Co-chairs: Roger Maull (University of Surrey), Glenn Parry (UWE), Albrecht Fritzsche (University Erlangen-Nuremberg)

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: #CADE2018)

Website: <http://bit.ly/cade2018>

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