

Service Systems Forum 2015

Service research in the personal data economy



University of Warwick in Venice, Italy
(Palazzo Pesaro-Papafava)
May 26-27, 2015



The personal data economy, estimated to be worth €1 trillion annually across Europe by 2020, is a major opportunity emerging in the Digital world. The World Economic Forum has urged firms to unlock the economic and social value of personal data in ways that will encourage innovation, gain new insights and make better decisions without diminishing the rights of the individual. The personal data economy consists of individuals, public and private institutions increasingly connected in an ecosystem that shares and uses personal data for commercial and societal benefits through advanced technologies such as wearables and Internet-of-Things. The service research community is a multidisciplinary academic one from the sciences, humanities and social sciences that has grown over the past 50 years. It is the community that we believe will have much to contribute to the knowledge required in a personal data economy.

The 1st Service Systems Forum (SSF2015)

The 1st Service Systems Forum (SSF2015) will provide an exciting platform for the exchange of ideas. This inaugural event's key theme is the Personal Data Economy. SSF2015 seeks to establish itself as a forum providing opportunities for service researchers and practitioners to discuss and share the latest technologies, methodologies and case studies.

SSF2015 will be held on **May 26-27, 2015** at the beautiful Palazzo Pesaro-Papafava, the University of Warwick's location in **Venice, Italy**. SSF2015 is partly funded by and supports the aims of the Hub-of-All-Things (HAT) project.



Why you should attend if you are from:

- **Industry** - To engage with thought leaders from the service community and hear new research voices. SSF2015 allows you to explore the practical challenges of managing the transition to Digital, gain deeper insights from other contexts and share your experiences under the Chatham House rule.
- **Academia** - To be part of a discussion on what your knowledge and research can contribute to the understanding of service, innovation and new business/economic models in the personal data economy and to set up a research agenda for further enquiry.
- **Government** - To participate in this thought leadership forum to advance the understanding of the personal data economy and take part in the discussion, sharing your ideas and comments based on research and practice.

Limited spaces available - register now at: <http://bit.ly/ssf2015>

Proposed Programme

Tuesday, 26 May 2015, 14:00-17:15

Smart Me: Personal data as an amplification of human capability on the HAT

Keynote by Irene Ng, WMG, University of Warwick

Theme 1: Internet-of-Things

Sensors & personal data: Exploring possibilities for collaboration *Viktor Avlonitis (Copenhagen Business School) & Antonis Stathakis (IT University of Copenhagen)*

Maintenance as a service system in the context of the Internet-of-Things *Albrecht Fritzsche (Friedrich-Alexander-University Erlangen-Nuremberg)*

Internet-of-Things-enabled Servitization for SMEs *Courtney Thornberry (WMG)*

Theme 2: Personal data & customer behaviour

Personal-perceiving behaviour data in food culture heritage *Urapree Prapasawasdi (Chulalongkorn University, Bangkok)*

Customer engagement from customer-dominant logic perspective *(Minna Lappi, University of Oulu)*

Conference Dinner at 19:00

Wednesday, 27 May 2015, 09:00-17:15

Digital innovation and reversed semiotics: How is service eating up the world?

Keynote by Youngjin Yoo (Temple University, Philadelphia PA)

Theme 3: Personal data & monetisation

Personal Money *(Phil J Godsiff, University of Exeter Business School)*

There is no such thing as a 'free' app: What do we give in exchange for free services in the digital economy? *(David Reynolds, WMG)*

Theme 4: Personal data & health

Health services as collective activity: An ontological engineering method *(Susan Wakenshaw, WMG)*

Service-Dominant Logic as a lens to understand appeal & acceptance of medicine: Survey of oral rehydration salts & zinc packaging & formulation in India, Uganda & Nigeria *(Peter Ward, WMG)*

Theme 5: Personal data & privacy

Towards a research framework for personal data transparency *(Dirk Stelzer, Technische Universität Ilmenau)*

Consultation: HAT code of practice for personal data in the digital economy

Susan Wakenshaw (WMG) & Mark Skilton (Warwick Business School)

Practitioners' Forum

Theme 6: The Digital Economy & Practice

Leveraging personal data in transport - An overview of the first UK HAT-enabled commercial project *(Andrew Butt, Founder & CEO, Enable)*

How digital is changing Maersk *(Peter Evans, Director, Maersk Line)*

Building a Digital enterprise – How to monetize your business with digital technologies? Lessons from the front line for business & IT practitioners *(Mark Skilton, Digital Expert, PA Consulting)*

Industrialist panel discussion

Keynote & Industry Speakers



Andrew Butt has spent the last 15 years building Enable into an innovative software development agency employing over 35 people and servicing blue chip clients across the UK and overseas. Andrew has been involved in the RCUK Hub-of-all-Things (HAT) project since the beginning and knew early on that he wanted to start a business to commercialise the research, leading to the formation of Enable iD, a HAT Platform Provider. The company has already secured its first commercial project to create an integrated mobility platform leveraging personal data.

Peter Evans is Director of Process Excellence for Northern Europe for Maersk Line, a part of Maersk Group, the world's largest container shipping line. With about 25,000 employees, \$27bn turnover and an EBIT of app \$1.5bn, Maersk Line outperformed its rivals by 5% last year. Peter is Regional Director of PEX for Northern Europe, (NEU), a patch which extends from Russia in the East to Ireland in the West. He has held positions leading quality and excellence for 23 years, including Director of Quality for Virgin Media, and prior to that was Head of Performance Management for Cable and Wireless. He has also held quality management roles at Vodafone, GE and Ferranti.



Irene Ng is Professor of Marketing and Service Systems and Director of the International Institute of Product and Service Innovation (IIPSI) at WMG, University of Warwick. She leads the £ 1.2m RCUK Hub-of-all-Things (HAT) project, and is a co-investigator on the £1.5m RCUK New Economic Models of the Digital Economy (NEMODE) Network+ project. Irene was an entrepreneur for 16 years before moving into academia in 1997. She is globally recognised for her transdisciplinary research work in value, new business models and complex service systems, and is the author of the highly-acclaimed *Creating New Markets in the Digital Economy: Value & Worth*.

Mark Skilton is a Digital Expert at PA Consulting, with experience in leadership innovation and strategy for digital platforms, big data, cloud computing, interoperability, metrics monetization and cyber security. He has worked at board level in strategic vision and corporate planning for business and digital media solutions of Fortune 500 companies in over 20 countries, across private and public industry sectors. Mark, who is also Professor of Practice in Information Systems Management and Innovation at Warwick Business School, has authored two books on Building Digital Enterprise for Palgrave Macmillan's Digital Economy series.



Youngjin Yoo is the Harry A. Cochran Professor in Management Information Systems and Director of the Center for Design+Innovation at Fox School of Management at Temple University. He is also WBS Distinguished Research Environment Professor at Warwick Business School. He studies digital innovation, design and experiential computing, with his work published in leading academic journals. Youngjin has received over \$4.5 million in research grants and has worked with leading companies including Samsung Electronics, American Greetings, Bendix, Moen, Intel, Andersen Consulting, Lotus, NASA, Parker Hannifin, and Poly One.