

Service Systems Forum 2015

Service research in the
personal data economy



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

Forum Programme



Tuesday, 26 May 2015

- 14:00 **Introduction: Service, HAT and the personal data economy**
Chair: Irene Ng; co-chairs: Roger Maull, Glenn Parry
- 14:10 **Keynote: Smart Me: personal data as an amplification of human capability on the HAT**
Irene Ng
- 14:45 **Theme 1: Internet of Things** (*Chair: Roger Maull*)
- Sensors and 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, University of Warwick)
- 16:00 **Refreshments**
- 16:30 **Theme 2: Personal data & customer behaviour** (*Chair: Glenn Parry*)
- Customer engagement from customer-dominant logic perspective
Minna Lappi (University of Oulu, Finland)
 - Personal perceiving behaviour data in food culture heritage
Urapree Prapasawasdi (Chulalongkorn University, Bangkok)
- 17:15 **Discussion on the day's themes** (*Chair: Irene Ng*)
- 19:00 **Conference Dinner**
Restaurant TBD

Wednesday, 27 May 2015

- 09:00 **Keynote: Digital innovation and reversed semiotics: how is service eating up the world?**
Youngjin Yoo (Temple University, Philadelphia PA)
- 09:30 **Theme 3: Personal data & monetisation** (*Chair: Glenn Parry*)
- Personal Money
Phil 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, University of Warwick)

- 10:15 **Theme 4: Personal data & health** (Chair: Irene Ng)
- Health services as collective activity: an ontological engineering method
Susan Wakenshaw (WMG, University of Warwick)
 - Service-Dominant Logic as a lens to understand appeal and acceptance: a cross-case comparison of medicine appeal and acceptance in India, Uganda and Nigeria
Peter Ward (WMG, University of Warwick)
- 11:00 **Refreshments**
- 11:30 **Theme 5: Personal data & privacy** (Chair: Roger Maull)
- Towards a research framework for personal data transparency
Dirk Stelzer (Technische Universität Ilmenau)
- 12:00 **Consultation: HAT code of practice for personal data in the digital economy**
Susan Wakenshaw (WMG, University of Warwick)
Mark Skilton (Warwick Business School)
- 13:00 **Lunch**
- 14:00 **Theme 6: The digital economy & practice** (Chair: Roger Maull)
(including a pause for refreshments)
- Leveraging personal data in transport: an overview of the first UK HAT-enabled commercial project
Andrew Butt (Co-founder and MD, Enable)
 - How digital is changing Maersk
Peter Evans (Director, Maersk)
 - Building a digital enterprise – how to monetize your business with digital technologies? Lessons from the front line for business and IT practitioners
Mark Skilton (Director, PA Consulting; Warwick Business School)
- Industrialist panel discussion
- 17:00 **Discussion on the day's themes** (Chair: Irene Ng)
- 17:15 **Closing address and farewells**
Irene Ng

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