

2nd Service Systems Forum on Service Research in the Personal Data Economy (SSFV2016)

**Palazzo Pesaro-Papafava, Venice
June 12-13, 2016**

Provisional Programme

Sunday, 12th June 2016

09:00	Arrivals
09:30	Introductions by SSFV2016 General Chair Irene Ng
09:45	Session 1: Novel Forms of Customer Engagement, Experience and Relationship Management (3 presentations)
11:15	Tea and Coffee
11:30	Session 2: Business Model Innovation (3 presentations)
13:00	Lunch
14:30	Session 3: Conceptual Underpinnings of the IOT and Data as a Service (2 presentations)
15:30	Tea and Coffee
15:45	Session 4: Service Ecosystems (2 presentations)
16:45	Panel Discussion – Service-Dominant Logic and its Role in IOT Research <i>Steve Vargo (University of Hawai'i at Mānoa), Irene Ng (WMG), Glenn Parry (UWE), and other participants TBC</i>
19:30	Forum Dinner (Venue TBC)

Monday, 13th June 2016

09:00	Arrivals
09:15	Session 5: Personal Data and Consumer Decision Making (3 presentations)
10:45	Tea and Coffee
11:00	Workshop – Assessing the Impact of Digitisation on the Local Transport Network in London <i>Zena Wood (University of Greenwich) & Glenn Parry (UWE)</i>
12:00 -12.15	Closing Address and Farewells