UNIVERSITY OF
Southampton

3rd International Workshop on the Sharing Economy

Winchester, United Kingdom
15-16 September 2016

Agenda

DAY 1	
8.15-8.45	Registration; Coffee & Tea
	Westside Main Lecture Theatre
8:45-9:00	**Welcome: Vadim Grinevich**, University of Southampton
9:00-9:45	**Keynote & Q&A: Rachel Botsman**
9:45-10:00	Coffee & Tea

10:00-11:00

Westside Main Lecture Theatre		Westside Lecture Theatre A	
SESSION 1A: **Dissecting Airbnb** Moderator: Brian Hracs (University of Southampton)		**SESSION 1B:** **Institutional drivers and contexts** Moderator: Shahnaz Ibrahim (University of Southampton)	
Taylor Brydges and Brian J. Hracs (University of Southampton)	From Sharing Space to Sharing Experiences: The Evolution of AirBNB and Sharing Economy Platforms.	Alexander Frey (University of Augsburg)	The Roles of Technology and Partnerships in Sharing Economy Organizations.
Abbie-Gayle Johnson, (Bournemouth University)	Airbnb- Connecting Tourists with Authentic Experiences in Jamaica.	Vadim Grinevich, Franz Huber, Mine Karatas-Ozkan and Cagla Yavuz (University of Southampton & Seeburg Castle University)	Multiplicity of institutional logics and green agenda in the sharing economy
Ana-Maria Suciu (Corvinus University of Budapest)$^{\psi}$	The impact of Airbnb on local labour markets in Germany.		

11:00-11:20	Coffee & Tea

11:20-12.20

Westside Main Lecture Theatre		Westside Lecture Theatre A	
SESSION 2A: **Trust and reciprocity** Moderator: Pelin Demirel (University of Southampton)		**SESSION 2B:** **Why car-share? Why car-ride?** Moderator: Vadim Grinevich (University of Southampton)	
Maarten ter Huurne, Amber Ronteltap, Jonas Moons, Rense Corten, Vincent Buskens (University of	The Influence of Seller Reputation and Profile Description on Trust in Online Sharing Markets: The Case of Shareyourmeal.	Karla Münzel, Wouter Boon, and Koen Frenken (Utrecht University)	Explaining the adoption of b2c and p2p carsharing using city characteristics.

Applied Sciences Utrecht and Utrecht University)			
Filippo Celata, Cary Yungmee Hendrickson and Venere Stefania Sanna (University of Rome La Sapienza) Ψ	The sharing economy as community marketplace? Trust, reciprocity and belonging in peer-to-peer accommodation platforms.	Dengji Zhao (University of Southampton)	How does game theory help design better car-sharing marketplaces?
		Hugo Guyader (Linköping University)	P2P Service Exchange in a Quasi-Commercial Context: The Mutual Benefits of Ridesharing.

12:20-14:00	Lunch
14:00-15:20	

Westside Main Lecture Theatre		Westside Lecture Theatre A	
SESSION 3A: **Consumer and provider motivations** Moderator: Pelin Demirel (University of Southampton)		**SESSION 3B:** **Shareable Cities** Moderator: Brian Hracs (University of Southampton)	
Florian Hawlitschek, Timm Teubner and Henner Gimpel (Karlsruhe Institute of Technology and University of Augsburg)	The Importance of User Motivations in the Sharing Economy – Towards a Research Agenda.	Maria Cathrina Margarita Roxas, Yuliya Voytenko Palgan and Oksana Mont (International Institute for Industrial Environmental Economics at Lund University)	Framing the Sharing Economy in the Global South: the case of Metro Manila.
Nicole Stofberg, Marlene Vock, Ans Kolk, and Pieter Van de Glind (University of Amsterdam)	Exploring Business Models in the Sharing Economy: The Role of Individual Motivations and Platform Characteristics.	Jon Woodside, Tara Vinodrai, Markus Moos (University of Waterloo)	Planning a sharing neighbourhood: An actor-relational approach to planning inclusive sharing economies.
Vita Zimmermann and Michael Schleusener (Faculty of Industrial Engineering at Niederrhein University of Applied Sciences)	The Consumer as Provider in the Sharing Economy – A Closer Look at his Motivations.	Maria Josefina Figueroa (Copenhagen Business School)	Role of Collective Action and Social Innovation in Scaling-up Systemic Sharing of Space for Cycling and Sustainability in Cities.
Antje Graul and Aristeidis Theotokis (Leeds Business School)	An investigation into whether, when and why attachment avoidance affects the sharing of personal possessions.		

15:20-15:35	Coffee & Tea
15:35-16:35	

Westside Main Lecture Theatre	Westside Lecture Theatre A
SESSION 4A: **Social value perspectives**	**SESSION 4B:** **Selected national and sectoral insights**

Moderator: Shahnaz Ibrahim (University of Southampton)		Moderator: Dengji Zhao (University of Southampton)	
Florence Benoi-Moreau, Eva Delacroix, Béatrice Parguel (Université Paris-Dauphine, PSL University Research)	Peer-to- Peer second-hand platforms as an empowerment lever for deprived consumers: Examining the social side of the sharing economy's sustainability.	Anna R. Davies, Ferne Edwards, Brigida Marovelli, Oona Morrow, Monika Rut, Marion Weymes (Trinity College Dublin)	Coding and decoding online landscapes of food sharing.
Marco Berlinguer (IGOP – Universitat Autonoma de Barcelona)	Valuing Sharing.	Paola Sposato, Laura Cutaia, Erika Mancuso, Mario Jorizzo, Marco La Monica, Grazia Barberio and Cristian Chiavetta (ENEA, Italian National agency for New technologies, Laboratory of Valorization of Resources (RISE)	Sharing Economy in Italy: state of the art and future perspectives.
Alain Decrop and Antje Graul (University of Namur and Leeds University Business School)	An investigation into the role of reciprocity and market intermediary type in peer-to-peer collaborative consumption schemes.	Adolfo Mesquita Nunes (Gama Gloria)	Portugal - A case study for Sharing Economy in Tourism.

16:35-17:00	Coffee & Tea

	Westside Main Lecture Theatre
17:00-18:00	**Keynote & Q&A: Koen Frenken, Utrecht University** The Rise of the Sharing Economy as a Process of Institutional Entrepreneurship
19:00	Workshop Dinner at River Cottage

DAY 2

9:15-9:45	Coffee & Tea
9:45-10:45	

Westside Main Lecture Theatre		Westside Lecture Theatre A	
SESSION 5A: **Regulation and policy development** Moderator: Vadim Grinevich (University of Southampton)		**SESSION 5B:** **Community related perspectives** Moderator: Peter Sunley (University of Southampton)	
Brhmie Balaram (Royal Society of Arts)	The concept of 'shared regulation'.	Verena Brinks (Leibniz Institute for Research on Society and Space (IRS)	Sharing and (or 'in') communities: The relation of two key terms in contemporary economies.
Mayo Fuster Morell (Internet Interdisciplinary Institute of	Sharing economy: Analysis of an experimental pilot of public	Esther Martos Carrion (Charles University of Prague)	Theoretical approach on human cooperation; Preceding the Sharing Economy.

the Open University of Catalonia)	policies co-creation in Barcelona.		
Genea Canelles (Erasmus University of Rotterdam) Ψ	Local regulation to foster sharing economy.	Tomas Träskman (Arcada University of Applied Sciences)	Assessing the Potential for Cultural Disruption through Sharing Economy: a Case Study of a Time Bank in Helsinki.

10:45-11:00	Coffee & Tea
	Westside Main Lecture Theatre

11:00-12.30	**Plenary panel:** **Meet policy experts, platforms and boundary-spanners** **May Al-Karooni**, CEO, Globechain **Brhmie Balaram,** Royal Society of Arts **Drummond Gilbert**, CEO, GoCarShare, and Chairman, UKShareCo **Pieter van de Glind,** CEO, ShareNL **Peter Baeck**, Public and Social innovation, NESTA **Martijn Arets**, Crowd Expedition Moderated by **Joe Iles,** Editor in Chief, Circulate, Ellen Macarthur Foundation
12.30-14:00	Lunch

14.00-15.20			
Westside Main Lecture Theatre		Westside Lecture Theatre A	
SESSION 6A: **Multi-level effects and implications** Moderator: Peter Sunley (University of Southampton)		**SESSION 6B:** **Crowdfunding and crowdsourcing perspectives** Moderator: Dengji Zhao (University of Southampton)	
Marina Friedrich, Bernd Helmig and Dominika Wruk (University of Mannheim Business School)	How sustainable is the sharing economy? Indicators for the assessment of the economic, ecological and social contribution of sharing organizations.	Camille Lacan (Université Paris-Dauphine, PSL Research University)	Rewards-Based Crowdfunding: Impact of Project Creator and Project Category on Willingness to Support.
Cara Sandys	Capitalism in disguise or a platform to provide a more equitable distribution of resources?	Martijn Arets (Crowd Expedition)	Insights and thoughts from an empirical research about the challenges and questions in the development of the crowdfunding industry
Keisha Taylor (University of Southampton)	User interpretations of social innovation in the sharing economy.	Denise Baden (University of Southampton)	'Fidel' A musical by the people for the people. A reflection on a process of musical development based on

			crowdsourcing, crowdfunding and audience participation.
Raz Godelnik (Parsons School of Design – The New School)	From Design Thinking 2.0 to Sharing Economy 2.0 - How the Sharing Economy Can Benefit From Utilizing a New Design Framework?	Marie Ballarini (Labex ICCA (Cultural Industries and Artistic Creation) in Communication Sciences at the Sorbonne Nouvelle Paris) $^{\psi}$	Crowdfunding and museums: New opportunities?

15.20-15.35	Coffee & Tea
	Westside Main Lecture Theatre
15.35-16.05	**Closing and hand-over to Lund for the 4th workshop**