

Call for papers – deadline 1st June 2016

Registration deadline – 31st August 2016

3rd International Workshop on the Sharing Economy

15-16 September 2016

University of Southampton, United Kingdom

Keynotes: Rachel Botsman

Author, *What's Mine is Yours: How Collaborative Consumption is Changing the Way We Live*.

Gernot Grabher

Professor, HafenCity University Hamburg.

Enabled by digital platform technologies, the sharing economy allows households, individuals, businesses, government and non-government organisations to engage in collaborative production, distribution and consumption of goods and services. It can potentially lead to an increase in employment, economic efficiency, sustainable use of resources, broadened access to highly valuable assets, and enhanced social relationships. The sharing economy can also give rise to innovation driven business models appealing to a different group of customers, normally ignored by mainstream businesses, and based on a novel supply chain and operations model which makes it possible to outsource to platform users a significant portion of business functions. These inevitably challenge conventional business and policy thinking about the role and functions of customers, employees and the organisation.

To no small degree, the interest in the sharing economy is fueled by ongoing international media stories about the expansion of new and highly successful sharing economy platforms (such as Uber, Airbnb, Taskrabbit, Blablacar, etc.). The academic debate is yet to fully catch up with this business media buzz. It has only now started to critically investigate the popular claims about the sharing economy. There is still very little systematic understanding of the antecedents of the sharing economy, its organizational forms and their novelty, the enabling and constraining factors of the sharing economy and its impacts.

Hence, the purpose of this workshop is to engage with different strands of academic scholarship on the sharing economy originating across different disciplines (such as management and business studies, economics, geography, legal studies, sociology, political sciences and other disciplines) to help to develop an integrated understanding of the sharing economy phenomenon, its drivers, forms and implications for individuals, businesses and society.

We welcome both academic and non-academic participants as paper presenters or observers.

The Workshop will encourage conceptual, methodological and empirical contributions that address, but are not limited to, the following questions:

- In what ways can conceptual frameworks and methodologies from different disciplines be integrated to define and explore the sharing economy?
- How can the antecedents of the sharing economy be systematically identified using a multidisciplinary approach?
- What organisational forms and business models dominate the sharing economy? How novel are they?
- What typologies can be developed to distinguish between different organisational models in the sharing economy?

- How innovative are sharing economy businesses?
- How sustainable are sharing economy businesses (economically, financially, socially, environmentally)?
- What constrains and enables the growth and diffusion of sharing economy organisations?
- What is the role of different institutional (cognitive, regulative and normative) contexts for shaping the sharing economy?
- What are the implications of the sharing economy for business, labour and society?
- To what extent is the sharing economy reshaping the relationships between workers, consumers and intermediaries?
- How are elements of the sharing economy shaped by specific spatial dynamics?
- What are the relationships between digital technologies and the sharing economy?
- How does the sharing economy affect the competitive dynamics across sectors?
- What are the implications of the sharing economy for the provision of public services?
- How can we measure the impact of the sharing economy?

Organising Committee

Dr Vadim Grinevich
Dr Brian J. Hrac
Professor Peter Sunley
Keisha Taylor

Scientific Committee

Aurélien Acquier, ESCP-Europe
Valentina Carbone, ESCP-Europe
Koen Frenken, Utrecht University & Lund University
Gernot Grabher, HafenCity University Hamburg
Vadim Grinevich, University of Southampton
Brian J. Hrac, University of Southampton
Franz Huber, University Seeburg Castle & University of Southampton
Mine Karatas-Ozkan, University of Southampton
David Masse, ESCP-Europe & Ecole Polytechnique
Toon Meelen, Utrecht University
Peter Pelzer, Utrecht University
Susan Shaheen (UC Berkeley)
Peter Sunley, University of Southampton
Yuliya Voytenko, Lund University

Submissions

Submit an abstract of **200 words** between February 15th and **June 1st, 2016** to Keisha.Taylor@soton.ac.uk.
Alternatively, you can use a dedicate submission portal at www.southampton.ac.uk/iwse
Authors will be notified about acceptance by 1st July 2016.

Cost

The Colloquium sponsors will provide *coffee, snacks and lunch* for all participants on Thursday and Friday

- Early bird registration (**till 31st July 2016**) - **Free**
- Early bird registration for workshop and dinner on 15th September - £45
- Late registration (1st – 31st August 2016) – £50
- Late registration AND workshop dinner - £95

Participants should register online <http://www.southampton.ac.uk/wsa/news/events/iwse/iwse-submissions.page>

Venue

The Winchester School of Art (WSA)
University of Southampton
Park Avenue, Winchester, Hampshire
SO23 8DL, United Kingdom