

January 28th

08:00 – 08:30 // Welcome

Hall bas

08:30 – 09:00 // Introduction

Vital Roux

Olivier Badot, Associate Dean of Research at ESCP Europe

Valentina Carbone, Aurélien Acquier & David Massé - IWSE Paris 2016 Organizing committee

Sharing economy - foundations and research perspectives

Aurélien Acquier (ESCP Europe)

09:00 – 11:00 // Session 1

Motivations for sharing

Chair: Dominique Roux (Université de Reims Champagne-Ardenne)

Motives and experiences of using peer-to-peer sharing – Results of a qualitative study in Germany.

Gossen Maike & Gerd Scholl (Institute for Ecological Economy Research, Berlin)

My House Is Yours : Motivations and characteristics of tourists in the sharing economy.

Forno Francesca & Roberta Garibaldi (University of Bergamo, Italy)

Why Rent a Car from a Private Person?: A

Sharing economy and social responsibility

Chair: Damien Demailly (IDDRI)

Collaborative consumption enthusiasts: Are they responsible consumers ?

Ertz Myriam, Fabien Durif (ESG UQAM , Montréal), Agnès François-Lecompte (Université Bretagne-Sud-IREA), Caroline Boivin (Université de Sherbrooke)

Sharing Tribes: Using Collaborative Consumption To Engage Millennial Employees.
Bhappu Anita D. (University of Arizona)

Sharing Economy and Sustainability: Zooming in on Accommodation Sector.

Voytenkoa Yuliya, Oksana Montb, Lucie

Emerging business models

Chair: Valentina Carbone (ESCP Europe)

Towards a typology of emerging business models in carsharing.

Münzel Karla, Wouter Boon & Koen Frenken (Utrecht University)

Sharing Economy Business Models

Acquier Aurélien, Valentina Carbone, David Massé (ESCP Europe, Paris)

Sharing Economy Models: A conceptual framework and empirical tool for systemizing business models of sharing economy organizations (SEOs).

Klutt Jennifer, Indre Maurer, Philipp Mosmann,

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| <p>Means-End Analysis to Uncover Peer-Users' Participation Motives in Peer-to-Peer Carsharing . Wilhelms Mark-Philipp (EBS Business School, Germany), Sven Henkelb (EBS Business School, Germany)</p> <p>Consumer motivations for Airbnb platform use: A means-end chain approach. Robinot Elisabeth, Fabien Durif (ESG, UQUAM, Montréal)</p> | <p>Zvolskac (International Institute for Industrial Environmental Economics , Lund University) :</p> <p>Sustainability of collaborative consumption in question: When second-hand P2P platforms stimulate green consumers' impulse buying and overconsumption. Parguel Béatrice (Université Paris Dauphine), Renaud Lunardo, Kedge Business school, Florence Benoit-Moreau (Université Paris Dauphine)</p> | <p>Achim Oberg, Tino Schöllhorn, Dominika Wruk (Universität Mannheim)</p> <p>Mapping out the Sharing Economy: A Configurational Approach to Sharing Business Modeling. Cohen Boyd (EADA Business School, Barcelona, Spain)</p> |
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11:00 – 11:30 // Coffee Break
Hall bas

11:30 – 13:00 // Session 2

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| <p>Regulatory and policy issues Chair: Frenken Koen (Utrecht University & Lund University)</p> <p>Policy concerns regarding the sharing economy: an overview. Frenken Koen (Utrecht University & Lund University)</p> <p>Regulating Sharing Economy Rentals and Services: Lessons from Canadian Experiences. McKee Derek (Université de Sherbrooke)</p> <p>Rendering the actually existing sharing economy visible: social networks, non-market exchanges and mutual help in Central and Eastern Europe. Jehličkaa Petr (Open University, UK & Masaryk University, Brno, Czechia) & Petr Daněkb</p> | <p>Sharing economy: innovation and organizational learning Chair : Voytenkoa Yuliya (Lund University)</p> <p>What is the impact of the sharing economy on innovation in established companies? Godelnik Raz (Parsons School of Design) : The sharing economy dilemma</p> <p>Zimride: Organizational Sensemaking About Ridesharing Programs. Bhappu Anita D., Victoria K. Ligon, Stephanie Valdez (University of Arizona)</p> <p>Exploring how established industries can leverage emerging collaborative practices and create new sustainable business models for the european hospitality sector.</p> | <p>Collaborative initiatives and projects: mapping the territory Chair : Finck Michèle (LSE)</p> <p>Listening to Sharing Economy Initiatives. Thomas Wagner (Collaborating Centre on Sustainable Consumption and Production)</p> <p>Sharing purposes and boundaries: mapping collaborative platforms in Italy. Pais Ivana, Davide Arcidiacono (University "Cattolica del Sacro Cuore"), Marta Mainieri (Collaboriamo)</p> <p>A research on the real added value and potential of the collaborative 'crowd' economy? Martijn Arets (Crowd Expedition is an independent and individual research project)</p> |
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| (Masaryk University, Brno, Czechia) | Bangel Mira (MIDI Sustainability Consulting) | |
| <p>13:00 – 14:00 // Lunch <i>Arrière Cafétéria</i></p> | | |
| <p>14:00 – 15:00 // Round table: How do collaborative practices and business models impact established industries ? <i>Vital Roux</i></p> <p>Pascal Malfoy, Deputy Chief Executive Officer, Leroy Merlin Paul de Rosen, Director, Business Development , Groupe Transdev Thomas Ollivier, Director, Sharing Economy and New Trends, MAIF Teresa Ribera, Director, IDDRI-Science Po, Former Secretary of State for Climate Change in Spain’s Government. Debates will be moderated by Arthur de Grave (Ouishare)</p> | | |
| <p>15:00 – 15:15 // Coffee Break <i>Salle Europe</i></p> | | |
| <p>15:15 – 16:45 // Session 3</p> | | |
| <p>Coworkers, Makers, and Fabbers Chair: Martin Kupp (ESCP Europe)</p> <p>How collaborative practices and established companies interact – the case of the emergence of FabLabs in Europe. Benyayer Louis-David, Martin Kupp (ESCP Europe).</p> <p>Collaborative logics in the localized spaces of the sharing economy. Aubouin Nicolas, Ignasi Capdevila (PSB Paris School of Business)</p> | <p>Behavioral assumptions and values Chair : Magali Giraud (IAE Toulouse)</p> <p>What drives consumers to provide goods in collaborative consumption schemes? The role of trust, market mediation and reciprocation. Decrop Alain (University of Namur), Antje Graul (Leeds University Business School)</p> <p>Collaborative Economy in Andalusia (Andalusia): Towards a social organization of New Commons or the Netarchical Capitalism? Fernández García Manuel, Lucía del Moral Espín (Universidad Pablo de Olavide)</p> | <p>Empirical case studies Chair : Cohen Boyd (EADA Business School, Barcelona, Spain)</p> <p>Open Source Hardware on the Cutting Edge: the Case of Open Source Cars. Viseur Robert (UMONS Faculty of Engineering, CETIC)</p> <p>Are Millennials Embracing the Sharing Economy? Lessons from a ‘Buy Nothing New, Share Everything Month’ Project. Godelnik Raz (Parsons School of Design)</p> |

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| <p>Rise of Community of Practices within Coworking Spaces for Entrepreneurs. Julie Fabbri & Florence Charue-Duboc (i3-CRG, Ecole polytechnique, CNRS, Université Paris-Saclay)</p> | <p>Towards sharing peer-with-peer: co-ownership revisited. Koolhoven Rosalie (University of Groningen)</p> | <p>Sharing in and around the home – a case for new collaborations in the building sector ? Huber Andreas (EIFER – European Institute for Energy Research)</p> |
| <p>16:45 – 17:15 // Coffee Break <i>Salle Europe</i></p> | | |
| <p>17:15 – 18:30 // Three Future Sharing Scenarios: True Sharing, Collaborative Consumption, and Entrepreneurial Robotics <i>Salle Europe</i> Russell Belk (Kraft Foods Canada Chair in Marketing, York University)</p> | | |
| <p>19:00 - ... // Conference Dinner <i>Le Perchoir, 14 Rue Crespin du Gast, 75011 Paris</i></p> | | |

January 29th

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| <p>09:00 – 09:30 // Wake-up coffee <i>Hall bas</i></p> | | |
| <p>09:30 – 10:30 // The Sharing Economy - The End of Employment and the Rise of Crowd-Based Capitalism <i>Vital Roux</i> Arun Sundararajan (Leonard N. Stern School of Business, New York University)</p> | | |
| <p>10:30 – 11:00 // Coffee Break <i>Hall bas</i></p> | | |
| <p>11:00 – 12:30 // Session 4</p> | | |
| <p>Sharing Cities</p> | <p>Gift Economy</p> | <p>Online Sharing Economy platforms</p> |

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| <p>Chair : Peter Pelzer (Utrecht University)</p> <p>Transcending the sharing economy. McLaren Duncan (Independent) and Julian Agyeman (Tufts University, Boston MA)</p> <p>Sharing and the City. Finck Michèle (LSE) & Sofia Ranchordas (Yale)</p> <p>Motivations for Civic Engagement in Sharing Public Space for Mobility in the context of Social innovation for Sustainability in Cities. Maria Josefina Figueroa (Copenhagen Business School)</p> | <p>Chair: Sylvain Bureau (ESCP Europe)</p> <p>Is sharing economy really (not) about sharing ? Investigating the place of gift in sharing. Babeau Olivier (Université de Bordeaux, Laboratoire IRGO) :</p> <p>Gift economy and management. Sylvain Bureau (ESCP Europe)</p> <p>Crowdlending Performance: A study in Comparative Political Economy (CPE) Vincent Pignon (Haute Ecole de Gestion de Genève)</p> | <p>Chair : Valérie Guillard (Paris Dauphine)</p> <p>Facing the Challenge of Collaborative Consumption in Europe: Time of Independent Metrics. Apesteguia Amaya (OCU, Organización de Consumidores y Usuarios) & Ángel Gordo (Teknokultur)</p> <p>Another way to exchange? A study on the entrepreneurs and users of collaborative consumption. Beuscart Jean-Samuel, Valérie Peugeot, Anne-Sylvie Pharabod, Marie Trespeuch (Orange Labs)</p> <p>All that "Ubers" is not gold. Zilberberg, Emmanuel (ESCP europe)</p> |
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12:30 – 13:30 // Lunch
Arrière Cafétéria

13:30 – 15:30 // Session 5

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| <p>How transformative is the sharing economy?</p> <p>Chair: Aurélien Acquier (ESCP Europe)</p> <p>Framing the Collaborative Economy. Gruszka Katarzyna (Vienna University of Economics and Business Institute for Ecological Economics)</p> | <p>Motivations and constraints for sharing</p> <p>Chair: Béatrice Parguel (Univerté Paris Dauphine)</p> <p>Access vs. Ownership: Facilitators and Impediments of Collaborative Consumption from a Customer Perspective. Wallaschkowski Stephan (University of Applied Sciences, Bochum, Germany), Alexander van Looy, Jana Lohmann,</p> | <p>Trust and Sociability</p> <p>Chair : Beuscart Jean-Samuel (Orange Labs)</p> <p>Can I trust you? Digital reputation and the Value of trust in the sharing economy. Hendrickson Cary Yungmee (University of Rome Sapienza), Filippo Celata & Venere Stefania Sanna</p> <p>Intimacy and sociability in some</p> | <p>Mobility</p> <p>Chair: Maria Josefina Figueroa (Copenhagen Business School)</p> <p>The Sharing Economy and the Nature of the Firm – The Case of Shared and Autonomous E-Mobility. Mougenot Benoît (REEDS International Centre, Université de Versailles St Quentin) Antonov Borislav (VEDECOR)</p> |
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| <p>The Culture of Sharing : Precedents, Drivers and Transformation of the Sharing Economy. Martos Carrión Esther (Charles University of Prague, Czech Republic)</p> <p>Battle Between Left and Right: How Political Ideologies Affect Entrepreneurial Opportunity Recognition, Objectives and Partnership Selection in the Sharing Economy. Halima Jarrodi (BCG & ESCP Europe, Paris)</p> <p>Uniting the sharing economy - How to use Big Data as money of sharing economy. Van Beele Jeroen j. (guts4roses.org)</p> | <p>Sarah Olschewski, Mareike Iba, Joline Kaiser, Stephanie Hänsch (University of Applied Sciences, Bochum, Germany)</p> <p>A cosmology of non-possession: an anthropological approach to collaborative consumption. Dabadie Isabelle, Philippe Robert-Demontrond (IAE de Rennes, Centre de Recherche en Economie et Management (CREM) - UMR CNRS 6211)</p> <p>Motivations for participation in different forms of the sharing economy. Böcker Lars & Toon Meelen (Utrecht University)</p> <p>Exploring the hybridization between domestic and market logics on buying/selling and donation platforms. Simon Borel (Paris sud), Valérie Guillard (Paris Dauphine) et Dominique Roux (Université de Reims Champagne-Ardenne)</p> | <p>practices of sharing economy. Mora Emanuela (Università Cattolica del Sacro Cuore)</p> <p>Explanations of Consumers' Trust in the Sharing Economy: A Review of Current Literature. Huurne Maarten ter (University of Applied Sciences Utrecht), Reint Jan Renes (University of Applied Sciences Utrecht), Rense Corten (Utrecht University, The Netherlands), Vincent Buskens (Utrecht University, The Netherlands)</p> <p>Rendering the actually existing sharing economy visible: social networks, non-market exchanges and mutual help in Central and Eastern Europe. Jehličkaa Petr (Open University, UK & Masaryk University, Brno, Czechia) & Petr Daněkb (Masaryk University, Brno, Czechia)</p> | <p>Institute, Université de Versailles St Quentin)</p> <p>Good incentives are not enough – how the rollout of an electric car sharing system affects particulate matter values. Schreitter Victoria (University of Oxford) & Vera Zipperer (DIW Berlin)</p> <p>Crowd-logistics. Aurélien Rouquet (NEOMA Business School), Valentina Carbone(ESCP Europe) , Christine Roussat(Blaise Pascal University)</p> |
| <p>15h30 -16h00 // Discussion & concluding words <i>Salle Europe</i></p> | | | |