

EVENT DESCRIPTION

On Thursday June 2, 2016 the Emerging Field Innovation and Consumer Protection of the University of Bayreuth organizes an interdisciplinary workshop with the title **Interdisciplinary Research Perspectives for the Share Economy**.

The workshop serves also as the *8. Forum für Verbraucherrechtswissenschaft* of the Research Centre for Consumer Law (FFV) and as part of the *Focus Series Engagement Platforms* of the Foundation for International Management Bayreuth.

The workshop focuses on fundamental questions about sharing from a legal and economic point of view.

International speakers debate about the role of consumers, the performance relationship between parties involved and questions of reciprocity and compensation in the sharing economy.

The workshop is addressed to participants with a academical and practical background.

Eine Teilnahmebestätigung nach § 15 FAO wird auf Wunsch erteilt (vorbehaltlich der Anerkennung durch die für Sie zuständige Rechtsanwaltskammer).

VENUE

The Workshop takes place at K 3 (conference room) of the Faculty of Law, Business & Economics at the University of Bayreuth.

University of Bayreuth
Universitätsstraße 30
95447 Bayreuth

FEES

Regular Fee: 70,00 Euro

Reduced Fee: 40,00 Euro

(universities, administrations, consumer organisations)
The participation is free of charge for students and junior researchers of the University of Bayreuth.

The fee includes the conference folder and snacks during the coffee breaks.

Lunch and dinner are not included. Lunch vouchers are sold at the conference desk. A separate registration for dinner via E-Mail is needed.

REGISTRATION

Registration via E-Mail:
profilfeld.iuv@uni-bayreuth.de

After registration we will send an invoice.

Deadline is **May 31, 2016**. Due to limited room capacity an early registration is recommended.

HOTEL RESERVATION

A contingent of rooms has been reserved in the Hotel Rheingold (Austraße 2, 95445 Bayreuth).

Directly bookable with the keyword „Workshop Engagement“ until May 1, 2016.

For further information:
Emerging Field Innovation and Consumer Protection
Christoph Hartmann
Tel. +49 (0) 921 55 6036
E-Mail: profilfeld.iuv@uni-bayreuth.de

Innovation und Verbraucherschutz **iuv**



**Emerging Field
Innovation and Consumer Protection**

**Workshop:
Interdisciplinary Research Perspectives
for the Share Economy**

**June 2, 2016
University of Bayreuth**

8. Forum für Verbraucherwissenschaft

FFV Forschungsstelle für
Verbraucherrecht



**UNIVERSITÄT
BAYREUTH**

Thursday June 2, 2016

Workshop:
Interdisciplinary Research Perspectives for the Share Economy

09:00 Welcome and Introduction
Herbert Woratschek, University of Bayreuth

09:15 Service-Dominant Logic – a new Logic for Business Management and Economics?
Stephen Vargo, University of Hawai'i at Mānoa

09:45 Service-Dominant Logic – a new Logic for the Law?
Martin Schmidt-Kessel, University of Bayreuth

10:15 Discussion

10:45 Coffee break

11:15 Engagement – Bridging Theory and Practice in the Sharing Economy
Rod Brodie, University of Auckland
Julia Fehrer, University of Auckland and University of Bayreuth

11:45 The (legal) Role of Consumers in the Share Economy
Christian Twigg-Flesner, University of Hull

12:15 Discussion

12:45 Lunch break

14:00 Sharing and Reciprocity
Alina Geiger, University of Bayreuth

14:30 Contracts and Gratuitous Dispositions in the Share Economy
Juliette Sénéchal, University of Lille

15:00 Discussion

15:30 Coffee break

16:00 Multilateral Relations of Co-Creation in the Share Economy
Bastian Popp, Leeds Beckett University

16:30 Sharing as Multilateral Contract?
Michael Zwanzger, University of Leipzig

17:00 Discussion

17:30 Panel:
Interdisciplinary Research Perspectives for the Share Economy

The workshop is an academic part of a three day program at the University of Bayreuth.

Please note the following other events:

Wednesday June 1, 2016:

18.00, H24 (RW I):
Award ceremony for the Ludwig-Erhard endowed professorship

For further information:
Michael Stadtmann
Tel. + 49 (0) 921 55 5830
E-Mail: iuf@uni-bayreuth.de

Friday June 3, 2016:

08.30, K3 (RW I):
Towards Engagement Platforms

For further information:
Johanna Mühlbeyer
Tel. + 49 (0) 921 55 5845
E-Mail: iuf@uni-bayreuth.de