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 an academic and practical background.

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

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### 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

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### 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.

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### 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.

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### 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.

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**For further information:**
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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

10:15 Discussion

10:45 Coffee break

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

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

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Friday June 3, 2016:

08.30, K3 (RW I):
Towards Engagement Platforms

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