AMCIS 2017 Agenda

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Locational Big Data and Analytics: Implications for the Sharing Economy

Location: Sheraton Boston Hotel   Thursday, August 10, 2017, 8:30am – noon
This workshop will focus on varied aspects of Locational Big Data and Analytics, specifically its impact on the sharing economy. For example, firms such as Uber, Lyft, and Airbnb depend on enterprise-wide spatial software. This workshop seeks to provide the background from leading researchers and practitioners on how spatial analytics supports and informs the growth and success of the sharing economy. Underpinning this growth are several newly emerging spatially-enabled technologies that will be discussed and explored through various use-cases, demonstrations, and hands-on tutorials. As such, Locational Big Data and Analytics has created a need for the efficient manipulation and scalable analysis of spatial big data on disparate, and distributed, datasets. The sharing economy draws on this information base. As a result, this has opened a number of research areas such as:

- Developing capabilities for accessing, formatting, and combining spatial big data in ways that enable it to be easily consumed;
- Developing methodologies to derive insight into spatial big data for inferential understanding and decision making;
- Developing teaching resources to better understand the use of data manipulation techniques, spatial statistics, and spatial data-mining tasks related to spatial big data; and
- Developing novel spatial and spatiotemporal methods that can take advantage of newly emerging data-intensive computational resources and can underpin the sharing economy..

Hence, in addition to workshop activities and a keynote talk on the sharing economy, a group activity will be facilitated focusing on research areas such as those listed above to discuss the "who, what, where, when, how, and why" of participating in this burgeoning research domain.

8:30-9:00 am *PRE-WORKSHOP COFFEE and TEA*

9:10-9:35 am Introduction to the Workshop and the Sharing Economy

9:35-10:15 am Innovations in Locational Big Data and Analytics Orientation
(Overview of topic, hands-on activities, and demonstrations)

10:15-10:30 am *BREAK – COFFEE and TEA*

10:30-11:15 am Keynote Speaker
Dr. Sephanie Woerner
Research Scientist
MIT Sloan School of Management
Center for Information Systems Research

Title: *Dare to Share: Making data sharing a competence in the sharing economy*
Abstract:
Increasingly we are seeing traditional enterprises partnering with the sharing economy in digital ecosystems to leverage on-line platforms for greater customer reach and scale. Many of these partnerships are simply transactional. Partnerships between participants in an ecosystem, however, are also opportunities to build new business models and create new revenue streams. These partnerships seek to share data, driving new customer insights around customer needs and provide new products and services to address these needs. The Uber / City of Boston relationship is an example of a partnership that was to be based on data sharing. This talk will explore the efforts of the City of Boston and Uber, and propose four lessons for partnering around data sharing.

11:15-12:00 pm Innovations in Locational Big Data and Analytics applied to the sharing economy: Practice and Research
(Keynote topic open questions, issues, etc.)

12:00-12:15pm
Workshop Summary. Key takeaways. Next steps for participants?

Presenters:
Brian Hilton, Claremont Graduate University
James B. Pick, University of Redlands
Avijit Sarkar, University of Redlands
Hindupur Ramakrishna, University of Redlands
Dan Farkas, Pace University
Namchul Shin, Pace University