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**October 25 & 26, 2018**  
**Amsterdam**

THURSDAY  
OCTOBER 25

# DAY 1

EVENT HOST:  
**DIMITAR MIHOV (MIX)**  
EDITOR, TNW HARD FORK

- 09:30** REGISTRATION
- 10:00** OPENING SPEECH | **JOVANA KARANOVIC** -  
CONFERENCE DIRECTOR
- 10:30** KEYNOTE | **KOEN FRENKEN** - PROFESSOR IN  
INNOVATION STUDIES, UTRECHT UNIVERSITY
- 11:15** COFFEE & PLATFORM EXPERIENCE
- 12:00** LATEST RESEARCH INSIGHTS 1
- 13:30** LUNCH AND POSTER PRESENTATIONS
- 14:15** THINK-LIKE ROUNDTABLES
- 16:00** COFFEE & PLATFORM EXPERIENCE
- 16:30** KEYNOTE | **MATTHEW TAYLOR** - CHIEF  
EXECUTIVE, RSA
- 17:15** DRINKS
- 19:30** NETWORKING DINNER (INSTOCK AMSTERDAM)

LATEST RESEARCH INSIGHTS 1  
THURSDAY, OCTOBER 25, 12:00

## THE IDENTITY OF PLATFORM WORKERS: EUROPEAN EXPERIENCES

### PAROOL THEATER

Chair: Mareike Möhlmann / Warwick  
Business School

#### 1. PERSONAS FOR A BETTER UNDERSTANDING OF EMERGING WORKER IDENTITIES IN THE SWISS GIG ECONOMY

**Thomas Ryser, Corsin Flepp, Jonas Konrad**

/ University of Applied Science Northwestern Switzerland

#### 2. WHO ARE THE SHAPERS OF THE PLATFORM ECONOMY FROM SERBIA? INTERSECTIONAL STUDY OF PLATFORM WORKERS AND POLICY AGENDA PERSPECTIVE

**Branka Andjelkovic, Tanja Jakobi, Maja Kovac, Jelena  
Sapic, Milica Skocajic** / Public Policy Research Center,  
Belgrade, Serbia

#### 3. HOW WORKERS MATTER: THE CO-CONSTRUCTION OF PLATFORMS AND WORKERS

**Luca Perrig** / University of Geneva

LATEST RESEARCH INSIGHTS 1  
THURSDAY, OCTOBER 25, 12:00

## KNOWLEDGE AND SKILLS IN PLATFORM WORK: STILL RELEVANT?

### CLASSROOM 1

Chair: Hakan Ozalp / VU Amsterdam

#### 1. THEORIZING PLATFORM SOURCING AS A MODEL FOR ORGANIZING KNOWLEDGE WORK

**Greetje Corporaal, Vili Lehdonvirta** / University of Oxford

#### 2. DOES EDUCATION STILL MATTER IN THE GIG ECONOMY?

**Petra Zaal, Andrea Herrmann, Maryse Chappin, Brita  
Schemmann** / Utrecht University

#### 3. PRACTICE WHAT YOU PREACH: TRANSFORMING THE PROFESSIONAL KNOWLEDGE OF MANAGEMENT CONSULTANTS

**Clara Hoekman, Mohammad Hosein Rezazade Mehrizi**  
/ VU Amsterdam

#### 4. SIGNALLING SKILLS IN AN ONLINE LABOUR MARKET

**Otto Kässi** / University of Oxford

LATEST RESEARCH INSIGHTS 1  
THURSDAY, OCTOBER 25, 12:00

## THE NATURE OF PLATFORM WORK

### CLASSROOM 3

Chair: Hans Berends / VU Amsterdam

#### 1. GLOBAL PLATFORM LABOUR - NEGOTIATING THE VALUE OF WORK IN A TRANSCULTURAL SPACE

**Anna Oechslen** / Leibniz Institute for Research on Society and Space

#### 2. GIGGING IN THE SHARING ECONOMY

**Andrea Geissinger** / Örebro University School of Business and The Ratio Institute

**Christofer Laurell** / Stockholm School of Economics Institute for Research and Jönköping International Business School

**Christina Öberg** / The Ratio Institute

**Christian Sandströmd** / Chalmers University of Technology, The Ratio Institute and Jönköping International Business School

#### 3. UNDERSTANDING THE NATURE OF TASKS IN CROWDWORK PLATFORMS

**Anoush Margaryan** / University of West London

**THURSDAY**  
**OCTOBER 25**  
**14:15 - 16:00**

## **"THINK-LIKE" ROUNDTABLES**

Please come to the Parool Theater for an introduction.  
You will be asked to select two roundtables to join - after  
45 minutes you will switch the tables (10 minutes transition)

### **THINK LIKE AN ENTREPRENEUR:**

**Wiggert de Haan** / CIO & Founder, **Roamler**      **Parool Theater**

### **THINK LIKE AN INCUMBENT:**

**Jochem Pasman** / Senior Manager, **KPMG**      **Parool Theater**

### **THINK LIKE A STAFFING AGENCY:**

**Paul Eggink** / CEO & Co-founder, **Temper**      **Parool Theater**

### **THINK LIKE A LABOUR ORGANIZER:**

**Fredrik Söderqvist** / Economist, **Unionen**      **Parool Theater**  
**Amrit Sewgobind** / Union Organizer, **FNV**      **Classroom 1**  
& **Pim Paulusma** / Policy Advisor, **FNV**

### **THINK LIKE A PLATFORM WORKER:**

**Yorick Bleijenberg & Adam Badger**      **Play room**

### **THINK LIKE A POLICY MAKER:**

**Koen van Schie** / Labor Market Economist,  
Ministry of Social Affairs and Employment      **Classroom 1**

**Miia Rossi-Gray** / Policy Officer Collaborative  
Economy, **European Commission**      **Classroom 3**

FRIDAY  
OCTOBER 26

# DAY 2

EVENT HOST:  
**DIMITAR MIHOV (MIX)**  
EDITOR, TNW HARD FORK

- 09:30** REGISTRATION
- 10:00** KEYNOTE | **JULIET SCHOR** - PROFESSOR OF SOCIOLOGY, BOSTON COLLEGE
- 10:45** LATEST RESEARCH INSIGHTS 2
- 12:15** LUNCH AND POSTER PRESENTATIONS
- 13:00** MEET THE PLATFORM WORKERS  
**CHAIR: NIELS VAN DOORN** - ASSISTANT PROFESSOR UNIVERSITY OF AMSTERDAM  
**PANELIST 1: STIJN VERSTIJNEN** - COUNTRY MANAGER, DELIVEROO  
**PANELIST 2: LAURIN SEPOETRO** - EU PUBLIC POLICY, UBER  
**PANELIST 3: JOHAN ZWEMMER** - SENIOR ASSOCIATE, STIBBE
- 14:30** COFFEE & PLATFORM EXPERIENCE
- 15:00** LATEST RESEARCH INSIGHTS 3
- 16:30** KEYNOTE | **LAURA ESNAOLA** - MANAGING DIRECTOR, CARE.COM EUROPE
- 17:15** CLOSING REMARKS

LATEST RESEARCH INSIGHTS 2  
FRIDAY, OCTOBER 26, 10:45

## THE PLATFORM ECONOMY EMBEDDED IN SOCIETY

### PAROOL THEATER

Chair: Niels van Doorn / University  
of Amsterdam

#### 1. IMPACTS OF ONLINE LABOUR MARKETS ON RURAL EMPLOYMENT

**Fabian Braesemann, Otto Kässi, Vili Lehdonvirta**  
/ University of Oxford

#### 2. UBERIZING DISCRIMINATION

**Minna. Kotkin** / Brooklyn Law School

#### 3. MICRO-WORK, DATAFIED ECONOMIES, AND ARTIFICIAL INTELLIGENCE: THE FRENCH CASE

**Antonio A. Casilli** / Telecom ParisTech, EHESS

**Maxime Besenval** / INRIA

**Marion Coville** / Telecom ParisTech

**Clément Le Ludec** / CNRS

**Paola Tubaro** / INRIA, CNRS



LATEST RESEARCH INSIGHTS 2  
FRIDAY, OCTOBER 26, 10:45

## MANAGING BY ALGORITHMS: THE TECHNOLOGICAL DIMENSION OF PLATFORMS CLASSROOM 1

Chair: Marleen Huysman / VU Amsterdam

### 1. BEYOND ALGORITHMIC MANAGEMENT: LABOUR CONTROL IN PLATFORM BASED FOOD

**Benjamin Herr** / University of Vienna

### 2. NEW WAYS OF ORGANISING FREELANCE WORK: HOW ALGORITHMIC MANAGEMENT UNFOLDS ACROSS THE TIGHT- AND LOOSE-CONTROL PLATFORMS UBER AND M-TURK

**Mareike Möhlnann** / Warwick Business School

### 3. TECHNOLOGY-DRIVEN WORKFORCE MANAGEMENT IN MULTI-UTILITIES

**Luca Giustiniano, Andrea Prencipe** / LUISS Guido Carli  
University

LATEST RESEARCH INSIGHTS 2

FRIDAY, OCTOBER 26, 10:45

## THE CHALLENGES OF REGULATING THE PLATFORM ECONOMY

### CLASSROOM 3

Chair: Andrea Herrmann / Utrecht University

#### 1. LET'S TAKE THE HIGH ROAD TO PLATFORM WORK. A MULTIMETHOD STUDY.

**Sarika Verbiest** / TNO Healthy Living

**Wouter Van der Torre** / TNO Healthy Living

**Lisa Hummel** / Rijksuniversiteit Groningen and TNO  
Healthy Living

**Steven Dhondt** / TNO Healthy Living and K.U.Leuven

#### 2. THE OTHER LABOR LAW: UNDERSTANDING THE TAX-WORK INTERSECTION

**Shu-Yi Oei, Diane Ring** / Boston College Law School

#### 3. FUTURE WORK

**Jeffrey Hirsch** / The University of North Carolina

LATEST RESEARCH INSIGHTS 3  
FRIDAY, OCTOBER 26, 15:00

## PLATFORM WORKERS AND COLLECTIVE ACTION

**PAROOL THEATER**

Chair: Diane Ring / Boston College

### 1. PLATFORM ECONOMY IN THE CONTEXT OF INDUSTRIAL RELATIONS AND SOCIAL DIALOGUE: EVIDENCE FROM FRANCE

**Mehtap Akgüç** / CEPS

### 2. A CROSS-COUNTRY COMPARISON OF WORKER AND REGULATOR RESPONSES TO THE PLATFORM-BASED FOOD-DELIVERY SECTOR IN AUSTRALIA, THE NETHERLANDS AND UNITED KINGDOM

**Alex Veen** / The University of Sydney

**Caleb Goods** / The University of Western Australia

**Thomas Barratt** / Edith Cowan University

### 3. ON THE CONDITIONS OF POSSIBILITY FOR WORKER ORGANIZING IN PLATFORM-BASED GIG ECONOMIES: TOWARDS A MORE GRANULAR RESEARCH APPROACH

**Niels van Doorn** / University of Amsterdam

LATEST RESEARCH INSIGHTS 3

FRIDAY, OCTOBER 26, 15:00

## FLEXIBILITY AND AUTONOMY IN PLATFORM WORK: TOO GOOD TO BE TRUE?

### CLASSROOM 1

Chair: Greetje Corporaal / University of Oxford

#### 1. "IT WAS MY OWN SILLY FAULT": THE INTERNALISATION OF RESPONSIBILITY AMONG CROWD WORKERS

**Kaire Holts, Ursula Huws** / University of Hertfordshire

#### 2. HOW MOBILE-FRIENDLY IS CROWDWORK? MOBILE AFFORDANCES, PERPETUAL CONTACT AND INEQUALITIES IN THE GIG ECONOMY

**Gemma Newlands, Christoph Lutz** / Nordic Centre for Internet and Society BI Norwegian Business School

#### 3. WORKING PARENTS IN GIG ECONOMY

**Krzysztof Walczak, Barbara Godlewska-Bujok** /  
University of Warsaw

LATEST RESEARCH INSIGHTS 3  
FRIDAY, OCTOBER 26, 15:00

## ALTERNATIVE FORMS OF ORGANIZING: BEYOND PLATFORM CAPITALISM

### CLASSROOM 3

Chair: Hans Berends / VU Amsterdam

#### 1. PLATFORM COOPERATIVES: OPPORTUNITIES AND OBSTACLES

**Martijn Arets** / Copernicus Institute of Sustainable  
Development, Utrecht

#### 2. BUSINESS TRANSFER OPTIONS FOR REALIZING DEMOCRATIC ONLINE PLATFORMS

**Morshed Mannan** / Leiden University

**Nathan Schneider** / University of Colorado Boulder

#### 3. WORK ORGANIZATION IN THE GIG ECONOMY: INVISIBLE OVERHEADS OF PLATFORM-BASED WORK

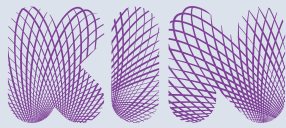
**Johanna Hofbauer, Dominik Klaus, Angelika Schmidt**  
/ Vienna University of Economics and Business

## 2018 PARTNERS

Uber  
Eats

Deloitte.

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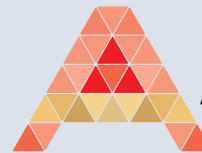


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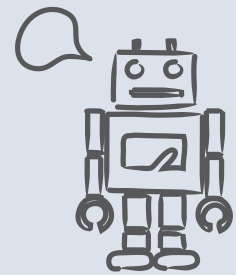
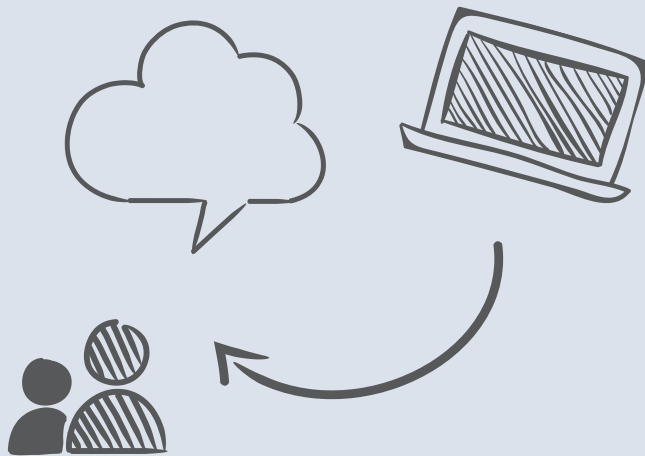
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of work in the  
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