



Digital Economy Summit

where business meets science

an initiative of the
ERASMUS CENTRE for DATA ANALYTICS



Program Outline

| Time | Activity / Topics |
|---------------|--|
| 08:30 – 09:00 | Walk-in and Registration |
| 09:00 – 09:10 | Opening by Prof. Eric van Heck |
| 09:10 – 09:50 | Technology, Strategy, Living Analytics – Prof. Robert J. Kauffman |
| 09:50 – 10:30 | Jeroen Mol – HAL24K |
| 10:30 – 11:00 | Networking Break |
| 11:00 – 11:40 | Digital Experimentation and Prescriptive Analytics – Prof. Ravi Bapna |
| 11:40 – 12:10 | Ollie Dapper – Xomnia |
| 12:10 – 13:40 | Lunch |
| 13:40 – 14:20 | Digital Business Strategy: Toward a Next Generation of Insights – Prof. Paul Pavlou |
| 14:20 – 15:20 | Panel Discussion: Value (Co)-Creation in the Era of Big Data (Jan-Kees Buenen – Synerscope, John Staunton – Countr, moderated by Prof. Peter Vervest) |
| 15:30 – 16:00 | Networking Break |
| 16:00 – 17:00 | Prof. Ting Li’s Inaugural Lecture: “Digital Traces: Personalization and Privacy” |
| 17:00 – 18:30 | Reception |