



# 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