



Digital Economy Summit

where business meets science

an initiative of the
ERASMUS CENTRE for DATA ANALYTICS



Program Outline

Time	Activity / Topics	Speaker
08:30 – 09:00	Walk-in and Registration	
09:00 – 09:10	Opening	Prof. Eric van Heck
09:10 – 09:50	Technology, Strategy, Living Analytics	Prof. Robert J. Kauffman
09:50 – 10:30	Learning from Science in Business – How to tackle business from a data scientist point of view	Adam Benhill (HAL24K)
10:30 – 11:00	Networking Break	
11:00 – 11:40	Digital Experimentation and Prescriptive Analytics	Prof. Ravi Bapna
11:40 – 12:10	The Use of Artificial Intelligence in Omni-Channel Environments	John Staunton (Countr)
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	<ul style="list-style-type: none">• Jan Kees Buenen (Synerscope)• Martijn Imrich (Xomnia)• Moderated by Prof. Peter Vervest
15:30 – 16:00	Networking Break	
16:00 – 17:00	Inaugural Lecture: “Digital Traces: Personalization and Privacy”	Prof. Ting Li
17:00 – 18:30	Reception	