



Symposium on the Sharing Economy

Research Workshop Program

May 16-17, 2016
The Commons Hotel
Minneapolis, MN

Monday, May 16, 2016

7:30 a.m. Registration and Breakfast

8:00 a.m. Welcoming Remarks

- Saif Benjaafar, Distinguished McKnight University Professor, Department of Industrial & Systems Engineering, University of Minnesota, and Director, Initiative on the Sharing Economy
- Laurie McGinnis, Director, Center for Transportation Studies, University of Minnesota

8:30 a.m. Session I: Labor in the Sharing Economy

An Analysis of the Labor Market for Uber's Drivers in the United States
Jonathan Hall, Head of Economic Research, Policy and Legal, Uber

Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship
Brad Greenwood, Assistant Professor, Management Information Systems, Temple University

Labor Welfare in the Sharing Economy
Crystal Kong, Assistant Professor, Department of Industrial & Systems Engineering, University of Minnesota

10:00 a.m. Break (and Poster Session I)

10:30 a.m. Session II: Shared Mobility

Cloud Commuting and Mobility-as-a-Service (MaaS) Transport
David Levinson, Professor, Department of Civil, Environmental, and Geo-Engineering, University of Minnesota

Service Region Design for Urban Electric Vehicle Sharing Systems
Ho-Yin Mak, Associate Professor, Management Science, Saïd Business School, University of Oxford



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Peer-to-Peer Carsharing Market Analysis and Potential Growth
*Robert Hampshire, Assistant Research Professor, Human Factors Group,
University of Michigan Transportation Research Institute*

How Should Planners Prepare for Autonomous Cars?
*David King, Assistant Professor, Urban Planning, Graduate School of
Architecture, Planning and Preservation, Columbia University*

12:30 p.m. Lunch and Industry Keynote

2:00 p.m. Session III: Ownership and Consumption in the Sharing Economy
Peer-to-Peer Product Sharing: Implications for Ownership, Usage, and Social Welfare
*Saif Benjaafar, Distinguished McKnight University Professor, Department of
Industrial & Systems Engineering, University of Minnesota, and Director,
Initiative on the Sharing Economy*

Owning, Using, and Renting: Some Simple Economics of the “Sharing Economy”
*John Horton, Assistant Professor of Information, Operations and Management
Sciences, New York University*

Incentives and Equilibria for a Heterogeneous Population Interacting in the
Sharing Economy
*Costas Courcoubetis, Professor, Engineering Systems and Design, Singapore
University of Technology and Design*

3:30 p.m. Break (and Poster Session II)

4:00 p.m. Session IV: On-Demand Platforms and Social Media
On-Demand Service Platforms
*Terry Taylor, Milton W. Terrill Chair in Business Administration and Associate
Professor, Haas Operations and Information Technology Management Group,
University of California, Berkeley*

Leveraging Socially Networked Mobile ICT Platforms for the Last Mile Delivery
Problem
*Tim Smith, Director, NorthStar Initiative for Sustainable Enterprise, Institute on
the Environment, University of Minnesota*

Repeated Interactions vs. Social Ties: Quantifying the Economic Value of Trust,
Forgiveness, and Reputation Using a Field Experiment
*Ravi Bapna, Curtis L. Carlson Chair, Business Analytics and Information
Systems, School of Management, University of Minnesota*



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Dynamic Type Matching

Ming Hu, Associate Professor, Operations Management, Rotman School of Management, University of Toronto

6:00 p.m. Adjourn

6:15 p.m. Reception

University of Minnesota Campus Club

Fourth floor, Coffman Memorial Union, 300 Washington Avenue SE

Tuesday, May 17, 2016

8:00 a.m. Breakfast

8:30 a.m. Reports from the Study Groups and Discussion

Discussion leaders: David Levinson, Tim Smith, Costas Courcoubetis, and Ravi Bapna

10:00 a.m. Break (and Poster Session III)

10:30 a.m. Public Forum begins