Data-Driven Economy Challenges and Opportunities

The transformation of data into an independent asset poses new challenges for companies, regulators and policymakers. We examine the status-quo of data-driven business models and the requirements shaping the process. On the business side, new tools are needed to utilise data as an asset with regard to its quantity and diversity. Regulators and policymakers will have to refine an often inefficient legal and regulatory framework to guide this transformation towards the general benefit.

12.30 – 13.00  Registration

13.00 – 13.05  Welcome
Christian Breuer, Editor-in-Chief, Intereconomics, ZBW

13.05 – 13.45  Keynote: Competition and Competition Policy in a Data-Driven Economy
Justus Haucap, Düsseldorf Institute for Competition Economics (DICE), Heinrich-Heine-Universität

13.45 – 14.45  Session I: Data-Driven Business Models
Moderation: Jiffer Bourguignon, Editor, Intereconomics, ZBW

Videesha Böckle, signals Venture Capital, Data-Based Business Models

Markus Spiekermann, Fraunhofer Institute for Software and Systems Engineering ISST, Data Marketplaces - The Next Way to Monetize Data

14.45 – 15.15  Coffee Break

15.15 – 17.00  Session II: Regulation and Governance
Moderation: Vera Demary, Head of the Research Unit Structural Change and Competition, German Economic Institute (IW)

Barbara Engels, German Economic Institute (IW), Data Governance as an Enabler for the Data Economy

Bruno Carballa-Smichowski, Chronos, Data Governance Models: Moving Beyond One-Size-Fits-All Solutions

Maximilian von Grafensteine, Alexander von Humboldt Institute for Internet and Society (HIIG), Data Governance Models and Smart Cities

17.00  Reception