

The Hong Kong Polytechnic University
Department of Logistics and Maritime Studies
Research Seminar

**Operations Management in the Age of the Sharing Economy:
What Is Old and What Is New?**

by

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Date: 19 June 2019 (Wednesday)
Time: 10:30am - 11:30am
Venue: M714, Li Ka Shing Tower
The Hong Kong Polytechnic University

(Conducted in English)

Abstract:

The sharing economy, a term we use to refer to business models built around on-demand access to products and services mediated by online platforms that match many small suppliers or service providers to many small buyers, has emerged as an important area of study in operations management. We first describe three "canonical" applications that have garnered much attention from the operations management community: (1) peer-to-peer resource sharing, (2) on-demand service platforms, and (3) on-demand rental networks. We use these applications to highlight distinguishing features of sharing economy business models and to point out research questions that are new. For each application, we describe our attempt at addressing some of these questions. We conclude by drawing connections between classical operations management theory/models and theory/models that have been used to study sharing economy applications.

Bio:

Saif Benjaafar is Distinguished McKnight University Professor at the University of Minnesota. He is Head of the Department of Industrial & Systems Engineering at the University of Minnesota, where he also directs the Initiative on the Sharing Economy. He is a founding member of the Singapore University of Technology and Design where he served as Head of Engineering Systems and Design. He is the Editor in Chief of the *INFORMS* journal *Service Science*. He serves on the board of directors of Hourcar, a social car sharing organization. His research is in the area of operations management broadly defined, with a current focus on sustainable operations and innovation in business models, including sharing economy, on-demand services, and digital marketplaces. The work described in this talk has been funded by grants from the US National Science Foundation, the Bill and Melinda Gates Foundation, and the Singapore Ministry of Education.

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All are welcome!