

## SEMINAR: *Business and Work in the Era of Digital Platforms*

- VENUE: **Sonore** hall at **Musiikkitalo**, The Helsinki Music Centre, Mannerheimintie 13 A, 00100 Helsinki, <https://www.musiikkitalo.fi/en>
- TIME: Tuesday, **August 30th**, starting 8:30am (coffee/tea from **8:00am**) and ending at **noon** (with a light lunch/snack from 11:30am).
- REGISTER: **Please register by August 15th:** <http://ilmoittautumiset.etla.fi/brie-etla-swipe/>. Participation is free of charge but registration is required.

### ----- PROGRAM -----

08:00 COFFEE

08:30 SESSION I chaired by Petri Rouvinen, ETLA

John **Zysman**, BRIE: *Platform Economy – Utopias, dystopias & new realities*

Aija **Leiponen**, Cornell University: *Why platforms, and so what?*

Discussion: First remarks by Tero **Ojanperä** (Vision+) & Timo **Seppälä** (Aalto University & ETLA).

10:00 SESSION II chaired by Anne Kovalainen, University of Turku

Martin **Kenney**, University of California, Davis: *Platforms & future of work*

Mervi **Hasu**, FIOH: *Employees as designers of platform-mediated future work*

Discussion: First remarks by Tuomo **Alasoini** (Tekes) & Timo **Lindholm** (Sitra)

11:30–12:00 LUNCH

### ----- FURTHER INFORMATION -----

Digital platforms, roughly understood as cloud-based software stacks that enable multi-sided interaction, have shaken product and labor markets worldwide. Industry after industry has been disrupted by companies such as *Airbnb* and *Uber*, which exploit platforms in challenging incumbent corporations; a new series of disruptions might be under way, as prominent business-to-business platforms start to emerge. In the US, an estimated 10% of the labor force participates in the platform-mediated "gig economy" in some capacity; in Finland, the corresponding share is some 1-2% but on the rise.

In spring 2016, the *Strategic Research Council of the Academy of Finland* selected **SWiPE**, *Smart Work in Platform Economy*, as one of its flagship strategic research efforts focusing on renewal of economy and working life. The SWiPE consortium is led by *University of Turku* in collaboration with FIOH, *Finnish Institute of Occupational Health*, and ETLA. The consortium collaborates with several national and international partners.

**BRIE-ETLA** is a joint effort of BRIE, *The Berkeley Roundtable on the International Economy*, located at the campus of *University of California, Berkeley*, and ETLA, *The Research Institute of the Finnish Economy*. Besides Tekes, current BRIE-ETLA partners include *The Federation of Finnish Technology Industries*, *Nordea Finland*, *Vision+* & *Wärtsilä*.