

Session Program

14-18 May 2017



26th International Association for Management of Technology Conference - IAMOT 2017

***New business and investment models in the
digital world***

Tuesday 16 May

10:30

New business and investment models in the digital world: Session 1

Session | Location: A | Convener: Prof. Carl Marnewick

10:30-10:52 **Innovative Business Models for the Industrial Internet of Things**

Speaker

Mr Daniel Kiel

10:52-11:14

The Effects of Cross-Channel Service Integration on Consumers' Purchase Intention

Speaker

Prof. LEE-YUN PAN

11:14-11:36

Creative community, uses and Fab Lab: the example of the Lorraine Fab Living Lab

Speaker

Prof. Mauricio Camargo

11:36-11:58

A Conceptual Model for IT Outsourcing

Speaker

Prof. Carl Marnewick

12:00

Wednesday 17 May

13:30

New business and investment models in the digital world: 2

Session | **Location:** D | **Convener:** Prof. Leon Pretorius

13:30–13:52 **Digital business models and collaborative economics**

Speaker

Dr JAQUELINE DA SILVA ALBINO

13:52–14:14 **Patronage of content via crowdfunding**

Speaker

Mr Marcelo Homrich

14:14–14:36 **Platforms of Science Crowdsourcing: The Canadian Case**

Speaker

Mrs Majlinda Zhegu

14:36–14:58 **An investigation into the wearable technology landscape**

Speaker

Ms Tatenda Chisi

15:00