



1st Crowdfunding Symposium

Gefördert durch
DFG Deutsche
Forschungsgemeinschaft

WELCOME

Dear participants,

We cordially welcome you to the **1st Crowdfunding Symposium** at the University of Bremen.

This program will give you some information about the different parts of the conference. The symposium will start on July 4, 2019, at 1:30 pm and the conference language will be English, as we have international presenters and listeners. Each presenter has 30 minutes, which includes **15-20 minutes for presentation**, 5 minutes for comments by a **discussant** and 5 minutes Q&A.

We invite all active participants to a **conference dinner** at the restaurant **La Fattoria**. Before and after the keynote speech by Prof. Dr. Jan Marco Leimeister (University of St. Gallen) there will be a possibility to get in touch with other academics, practitioners, and regulators.

We are looking forward to interesting papers and an exciting conference.

Kind regards,

Prof. Dr. Lars Hornuf

Contact

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ABOUT THE CROWDWORKING SYMPOSIUM

The Crowdfunding Symposium is an annual event that was initiated by Prof. Dr. Lars Hornuf. On July 4-5, 2019 it will for the first time take place at the University of Bremen.

The symposium offers academics and practitioners a platform to exchange ideas about the latest developments in crowd work as well as for networking. Moreover, it is a forum meant to inform legislators on the European and national level on a scientific basis with regard to new legislative proposals or legal reform projects. Each year we define a research focus, which addresses crucial topics regarding crowdsourcing, crowd work, cloud work, gig work, online freelancing, and other forms of on-demand labor from an interdisciplinary perspective.

In 2019, the topic of the symposium is “Understanding Digital Labor Markets.” Several workshops provide scholars with the opportunity to present their academic research. As this year’s keynote speaker, we welcome Prof. Dr. Jan Marco Leimeister, who is a professor of information systems and director of the Institute for Information Management at the University of St. Gallen. In his keynote speech, he will talk about: Understanding a New Type of Digital Labor: How the Nature of Work Affects Satisfaction and Identification Among Crowd Workers.

Keynote Speaker
Jan Marco Leimeister
(University St. Gallen)

12 Paper Presentations
6 with Discussants

**Discussion with Academics,
Regulators, and Practitioners**

PROGRAM OVERVIEW

THURSDAY, 4th JULY 2019

	Location: Cartesium, Rotunde
13:30 – 14:00	Arrival and Registration
14:00 – 14:15	Welcome Address
14:15 – 15:45	Presentations 1-3 New Work Environments
15:45 – 16:15	Coffee Break
16:15 – 17:45	Presentations 4-5 Platform Work and Social Security
17:45 – 18:15	Coffee Break
18:15 – 19:15	Keynote Speech
20:00 – 22:00	Conference Dinner

FRIDAY, 5th JULY 2019

	Location: Cartesium, Rotunde
9:00 – 10:30	Presentations 7-9 Incentives and Crowd Behavior
10:30 – 11:00	Coffee Break
11:00 – 12:30	Presentations 10-12 Fairness and Crowd Behavior
12:30 – 13.30	Farewell Sandwiches
13:30 – 14.30	Meeting of DFG Research Group

DETAILED PROGRAM

THURSDAY, 4th JULY 2018

Arrival and Registration	13:30 – 14:00
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Welcome Address	14:00 – 14:15
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Prof. Dr. Jochen Zimmermann (*Dean Faculty of Business Studies and Economics, University of Bremen*)

Presentations 1 – 3 New Work Environments	14:15 – 15:45
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**Commitment Satisfaction and Health Among German Crowdworkers:
First Findings of the Paderborn-Bielefeld Survey**

Prof. Dr. Martin Schneider (*University of Paderborn*)

Crowdworking and Data Privacy

Dr. Sonja Mangold (*University of Bremen*)

Co-author: Prof. Dr. Lars Hornuf (*University of Bremen*)

Crowdsourced Innovation: How Community Managers Affect Crowd Activities

Prof. Dr. Lars Hornuf (*University of Bremen*)

Co-author: Jun.-Prof. Sabrina Jeworrek (*Halle Institute for Economic Research*)

Coffee Break	15:45 – 16:15
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Presentations 4 – 5 Platform Work and Social Security	16:15 – 17:45
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Platform Work and its (Regulatory) Effects for Social Security

Prof. Dr. Paul Schoukens (*Catholic University of Leuven and Tilburg University*)

Unemployment and Online Labor

Olga Slivkó, PhD (*ZEW – Leibniz Centre for European Economic Research*)

Co-author: Kathrin Borchert, Jun.-Prof. Dr. Matthias Hirth (*University of Würzburg*), Ass.-Prof. Dr. Michael Kummer (*Georgia Institute of Technology and ZEW*), Ass.-Prof. Dr. Ulrich Laitenberger (*Télécom ParisTech*), Dr. Steffen Viete (*ZEW – Leibniz Centre for European Economic Research*)

Coffee Break	17:45 – 18:15
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Keynote Speech	18:15 – 19:15
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Understanding a New Type of Digital Labor:

How the Nature of Work Affects Satisfaction and Identification Among Crowd Workers

Prof. Dr. Jan Marco Leimeister (*University St. Gallen*)

Conference Dinner at La Fattoria	20:00 – 22:00
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THURSDAY, 5th JULY 2018

Presentations 7 – 9 Incentives and Crowd Behavior

09:00 – 10:30

Chair: Prof. Dr. Dr. h. c. Monika Schlachter (*IAAEU and Trier University*)

Incentivized Ratings on Crowdfunding Platforms: Committing and Motivating Expert Freelancers

Paul Hensen (*University of Paderborn*)

Discussant: Eliza Stenzhorn (*University of Bremen*)

Talent, Incentive, Crowd-Platform Conceptual Framework: Explaining the Nature and Market Process of Digital Labor

Prof. Yea-Huey Su, PhD (*National Central University Taiwan*)

Co-author: Prof. Ming-Hone Tsai, PhD (*National Central University Taiwan*)

Discussant: Prof. Dr. Lauri Wessel (*University of Bremen*)

Feels Like a Good Task – The Role of Affect on Task Design and Satisfaction in Crowdfork

Julian Schulte (*University of Bielefeld*)

Co-author: Prof. Dr. Günter W. Maier (*University of Bielefeld*)

Discussant: Lisa Nagel (*University of Bremen*)

Coffee Break

10:30 – 11:00

Presentations 10 – 12 Fairness and Crowd Behavior

11:00 – 12:30

Chair: Prof. Dr. Lars Hornuf (*University of Bremen*)

Scope for Design of Digital Work in Production, Logistic and Trade - Action and Support Concepts

Prof. Dr. Vera Hagemann (*University of Bremen*)

Co-author: Michael Klumpp (*FOM University of Applied Sciences Essen*), Jun.-Prof. Dr. Caroline Ruiner (*Trier University*), Thomas Neukirchen und Dr. Marc Hesenius (*University of Duisburg-Essen*),

Discussant: Prof. Dr. Florian Johannsen (*University of Applied Science Schmalkalden*)

Mining Crowdsourcing Challenges from Workers' Discussion Forums

Zahra Nouri (*University of Paderborn*)

Co-author: Jun.-Prof. Henning Wachsmuth (*University of Paderborn*), Prof. Dr. Gregor Engels (*University of Paderborn*)

Discussant: Prof. Dr. Martin Möhrle (*University of Bremen*)

Crowdfunding and Perceived Fairness

Sandra Kawalec (*University of Hohenheim*)

Co-author: Prof. Dr. Sabine Pfeiffer (*FAU Erlangen-Nürnberg*), Maximilian Held (*FAU Erlangen-Nürnberg*), Verena Held (*FAU Erlangen-Nürnberg*)

Discussant: Prof. Dr. Vera Hagemann (*University of Bremen*)

Farewell Sandwiches

12:30 – 13:30

Meeting of DFG Research Group

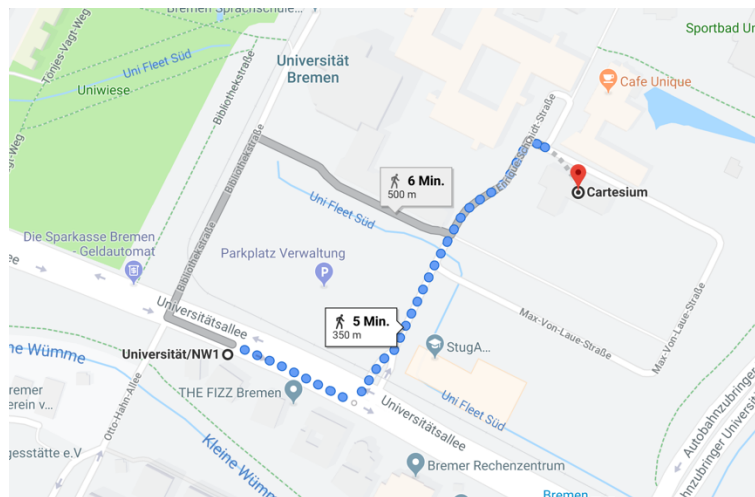
13:30 – 14:30

LIST OF PARTICIPANTS

Bodes	Julia	University of Bremen
Dahlheuser [☐]	Björn	University of Bremen
Demirel	Nazife	University of Bremen
Giard [☐]	Nicole, Dr.	University of Bielefeld and Paderborn
Goerke [☐]	Laszlo, Prof. Dr.	Trier University, IAAEU, IZA and CESifo
Grimm	Tobias, Dr.	Deutsche Forschungsgemeinschaft
Hagemann [☐]	Vera, Prof. Dr.	University of Bremen
Heinemann	André, Prof. Dr.	University of Bremen
Hemsen [☐]	Paul	University of Paderborn
Herzog	Dustin	University of Bremen
Hillebrandt	Kirsten	University of Bremen
Hirth [☐]	Matthias, Jun.-Prof. Dr.	TU Ilmenau
Hornuf [☐]	Lars, Prof. Dr.	University of Bremen, MPI for Innovation and Competition, CESifo
Johannsen [☐]	Florian, Prof. Dr.	University of Applied Science Schmalkalden
Kawalec [☐]	Sandra	University of Hohenheim
Kück [☐]	Theresa	University of Bremen
Klein	Kristina, Prof. Dr.	University of Bremen
Leimeister [☐]	Jan Marco, Prof. Dr.	University St. Gallen
Kolbe	Sebastian, Prof. Dr.	University of Bremen
Mangold [☐]	Sonja, Dr.	University of Bremen
Möhrle	Martin, Prof. Dr.	University of Bremen
Nouri [☐]	Zahra	University of Paderborn
Nagel [☐]	Lisa	University of Bremen
Pfeiffer	Sabine, Prof. Dr.	Friedrich–Alexander University Erlangen–Nürnberg
Rieth	Michèle	University of Bremen
Runschke [☐]	Benedikt	WifOR Institute
Rust [☐]	Ursula, Prof. Dr.	University of Bremen
Schlachter-Voll [☐]	Monika, Prof. Dr. Dr. h.c.	Trier University and IAAEU
Schlicher [☐]	Katharina	University of Bielefeld
Schneider [☐]	Martin, Prof. Dr.	University of Paderborn
Schoukens	Paul, Prof. Dr.	Catholic University of Leuven
Schulte [☐]	Julian	University of Bielefeld
Slivkó [☐]	Olga, PhD	ZEW – Leibniz Centre for European Economic Research
Stenzhorn [☐]	Eliza	University of Bremen
Su [☐]	Yea-Huey, Prof., PhD	National Central University Taiwan
Völkerink	Michael	University of Bremen
Wessel [☐]	Lauri, Prof. Dr.	University of Bremen
Zimmermann	Jochen, Prof. Dr.	University of Bremen

[☐] Registered for the conference dinner.

MORE INFORMATION



Venue

University of Bremen, Cartesium (Rotunde), Enrique-Schmidt-Straße 5

Hotel Recommendations

The following two hotels are next to the conference venue:

[7THINGS](#)

[ATLANTIC Hotel Universum Bremen](#)

Conference Dinner

The conference dinner will take place at the restaurant **La Fattoria** (Wachmannstraße 52). Tram line 6 brings you directly there (exit station “Brahmsstraße”).

Travel by Plane

You pay about 24 euro for the onward journey from Bremen airport (BRE) to the University of Bremen by taxi. Line 6 runs from the airport via the central station directly to the university. From “Universität/NW1” it is only about 100 meters to the conference venue.

Travel by Train

Bremen can be reached via numerous national and international train connections as well as by InterCity Express (ICE), InterCity (IC), EuroCity (EC) and by InterRegio. Leave the station in direction south (city center). Taxis and trams leave directly from the station forecourt. You pay about 15 euro for the onward journey by taxi to the University of Bremen. It is cheaper by tram: Take line 6 towards “Universität,” until “Universität/NW1.” From there, it is only about 100 meters to the conference venue.

Travel by Car

When coming from highway A1, change at the Bremer Kreuz onto the A27 in the direction of Bremen-Bremerhaven. Leave the A27 at exit “Universität / Horn-Lehe” and drive in the direction of “Centrum / Universität.” Ample parking is available on the campus and in the University Technology Park. There is a charge for parking lots on the campus. The fee (1.00 euro per day on the outer surfaces and 1.50 euros per day in the underground car park) has to be paid at the entrance. You can pay in cash (have the right amount ready; not all machines give change) or with a money card.

Travel by Bus or Tram

The University of Bremen can be reached by bus and tram, provided by Bremer Straßenbahn AG (BSAG). The site plan shows the location of stops in the campus area. The stations closest to the conference venue are “Lise-Meitner-Str.” and “Universität / NW1.” The following lines stop at the University: 6, 21, 22, 28, 31. Line 6 runs from the airport via the central station directly to the university. From “Universität/NW1” it is only about 100 meters to the conference venue.

