



Innovation Research Seminar

Dipl.-Oec. **Patrick Cichy**

Struggle over legitimacy in the field of internet-enabled services



Summary: Data is considered the “oil of the digital era” and its exploitation in various industry sectors predicted to spur innovation and unleash a new wave of productivity. However, as many of the emerging data streams originate from the interaction of individuals with information technology (e.g. personal computers and smartphones), practices of its commercial exploitation give rise to serious tensions between business goals and individuals’ privacy preference. This study seeks to shed light on consequent legitimacy struggles that are particularly salient in the field of internet-enabled services. Did practices of creating value from data become more legitimate as they diffuse through time and various technological contexts?

Speaker Bio: Patrick Cichy is a research associate and doctoral student at the Innovation, Strategy and Organization Group. He studied management and economics at the Ruhr-University Bochum and the Helsinki School of Economics. In his doctoral studies, Patrick Cichy examines privacy in the digital age and is particularly interested in exploring the role of innovation for privacy-related phenomena. Together with Professor Salge he presented his research on privacy norms at the International Conference on Information Systems (ICIS) 2015.

Explorative Format: Seminar participants are invited to discuss the presented research setting and contribute ideas for further development of the paper.

When and where:

7 June 2016

10 am to 12 am

TIM Social Area

Kackertstraße 7

3rd Floor



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