



D³



D3 Workshop Invitation

RESEARCHING DIGITALIZATION

Tuesday 19th May 2015, London
10.00 – 16.30

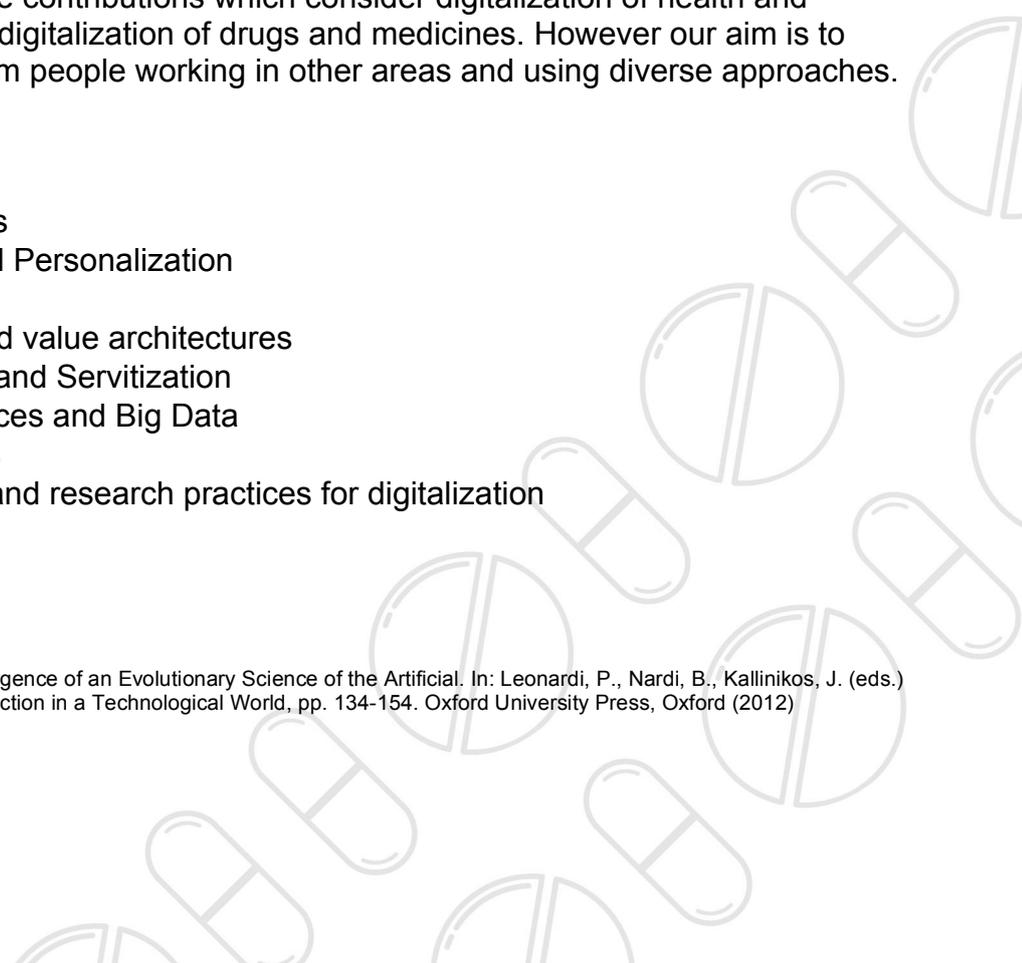
We invite contributions and participation in a one day research workshop on the theme of **Researching Digitalization** to be held at the London School of Economics. We take as a broad starting point Yoo's (2012) definition of digitalization as the encoding of analogue information into a digital format and subsequent reconfigurations of the socio-technical context of production and consumption of associated products and services.

Contributions should relate to processes of digitalization, but may address any area or domain. We are keen to see contributions which consider digitalization of health and healthcare, specifically the digitalization of drugs and medicines. However our aim is to test our ideas and learn from people working in other areas and using diverse approaches.

Indicative topics include:

- Digital materiality
- Assemblage theories
- Co-consumption and Personalization
- Digital practices
- Business models and value architectures
- Platforms, Services and Servitization
- Research data services and Big Data
- Digital supply chains
- Research methods and research practices for digitalization

Yoo, Y.: Digital Materiality and the Emergence of an Evolutionary Science of the Artificial. In: Leonardi, P., Nardi, B., Kallinikos, J. (eds.) Materiality and Organizing: Social Interaction in a Technological World, pp. 134-154. Oxford University Press, Oxford (2012)



The number of participants is limited so if you want to attend please send a one page (circa 300 words) statement of your interests and potential contribution. This should ideally address a relevant research endeavour you are involved with and may relate to completed research or to an aspect of current work or ideas currently in play. Significant focus, we hope, will be on the **processes of digitalization** and the **doing of digitalization research**. We particularly appreciate the participation of PhD students for whom we can offer some travel support.

- Please send your one page contribution statement to digital.drugs@lse.ac.uk by 24 April 2015 marked **D3_Project_Workshop**.
- Please ensure that the one page includes your name, affiliation and email as well as a title for your contribution. Contribution statements will be lightly reviewed, and successful authors will be invited to attend.
- All successful contribution statements will be distributed among the workshop participants and will be placed on the <http://digital-drugs.org> webpages.

The final workshop programme will be organised on the basis of the contribution statements and in a way to involve as many attendees as possible in presentations, panels rapporteur roles etc. The workshop is free to attend.

This event is organised as part of the **Delivering Digital Drugs** (D3) project <http://digital-drugs.org> funded by Research Councils UK as part of the 'New Economic Models in the Digital Economy' programme <http://www.nemode.ac.uk/>. RC grant reference EP/L021188/1.

