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# OPEN SEMINAR ON BIG DATA AND SERVICE INNOVATIONS

TUESDAY 23.5. 10-12, UNIVERSITY OF TAMPERE

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Welcome to an open seminar on **big data and service innovations, and their implications for retail sector!** The seminar will be held on **Tuesday 23.5. at 10.00–12 in Pinni A, Paavo Koli hall.** The seminar is organized by the Faculty of Management. In this seminar, two distinguished scholars from Oxford University, **Richard Cuthbertson** and **Jonathan Reynolds** (Oxford Institute of Retail Management at Saïd Business School) offer their views and insights about the recent trends in retail and service sectors in the age of digitalization.



**Richard Cuthbertson**

Richard Cuthbertson is a Senior Research Fellow and Research Director at the Oxford Institute of Retail Management at Saïd Business School, University of Oxford. He is a leading expert in the development of consumer-facing companies and the convergence of online and in-store retailing. Richard's interest in retail and service businesses focuses on the interactions between customers, technology and the firm, as well as their influence on society, culture, politics and global development.

**Additional information:**

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**Jonathan Reynolds**

Jonathan Reynolds is Academic Director of the Oxford Institute of Retail Management (OXIRM), Associate Professor in Retail Marketing and Deputy Dean at Saïd Business School. Jonathan is particularly recognized for his scholarship and expertise in the areas of electronic commerce and multi-channel retailing, innovation and entrepreneurship in retailing. Jonathan is presently Associate Director of the ESRC-funded Consumer Data Research Centre, a multimillion research project run jointly by the Universities of Oxford, Liverpool, Leeds and UCL to create a service that will open up the data resources routinely collected by the retail business sector to academic research, training and capacity building.

