

Dear all,

we would like to invite you to the next Socioeconomics Research Seminar.

**Prof. Dr. Gernot Grabher (HafenCity Universität Hamburg)**

will present his work on:

**Beyond *Uber*.  
The platformization and assetization of industrial production**

**ABSTRACT**

“Disruption!” – eulogized the business literature a few years ago and heralded yet another profound transformation in capitalist development. The relational governance that had given shape to the network economy was abruptly dislodged by a novel mode of algorithmic governance that ushered in the new phase of platform capitalism. Any doubt on this verdict was habitually dispelled with a brief reference to the disruption of incumbent markets by the likes of Uber.

This talk challenges the epistemological privilege of the sphere of transactions in the research on digital platforms. By shifting the focus to the domain of industrial production, attention moves from construing platforms as crisp categories to exploring the messy processes of platformization. And rather than simply adding a further category to the market-hierarchy network trinity, the focus on platformization foregrounds a shift from the logic of commodification to practices of assetization. The business models of major manufacturers, as the example of John Deere shall elucidate, are no longer confined to selling (agricultural) equipment, but crucially involve the transformation of (agricultural) data into lucrative future income streams.

**Short Bio**

Gernot Grabher is Head of the research unit Urban and Regional Economics at the HafenCity University Hamburg (HCU). Previously, he held positions, amongst others, at the University of Bonn, King’s College London and the Wissenschaftszentrum Berlin (WZB), and visiting positions at Columbia University, Cornell University, the Santa Fe Institute, the University of Toronto, the Copenhagen Business School, and Zhejiang University. He also was co-editor of the journal *Economic Geography* and of the Routledge Book Series *Regions and Cities*.

The seminar takes place on **Tuesday, 30 April 2024, at 17:00 in Room D4.3.106 or online via Teams.**