

# DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

## Engaging the Workforce of the Future: The Role of Service Industries in the SMART City



**Wednesday 4 May 2016**

Venue: Strathclyde Business School, Cathedral Wing, 199 Cathedral Street, Glasgow G4 0QU

**9.00am Registration & Refreshments (SW1.05)**

**09.30 am Welcome**  
*Professor Tom Baum, University of Strathclyde*

**09.35 am Introduction to the Morning Session**  
Background to the theme. Current work including the Glasgow – Manila tourism project  
*Professor Tom Baum, University of Strathclyde*

### **SMART Cities and Employment**

Glasgow as a SMART city. Using big data/ data analytics to understand the links between social, economic and cultural policy and practice in a city.  
*Robert Rogerson, Deputy Director of the Institute for Future Cities, University of Strathclyde*

**10.30 am Refreshment Break**

**10.45 am Service Work in the SMART City**  
Issues in service work. The social and cultural context of service work (including aesthetic labour)  
*Dennis Nickson, Professor of Service Work and Employment, University of Strathclyde*

### **Matching Skills to the Needs of the SMART City**

The SDS sector approach  
*Chris Brodie, Lead Head of Key Sector Development, Skills Development Scotland*

### **Bringing it all Together – Developing Glasgow's Tourism and Visitor Strategy**

Glasgow's City Strategy Landscape. The role of employment.  
*Craig Martin, Head of HR at Glasgow Airport and the new Chair of Glasgow Welcomes*

**12.30 pm Network Lunch (SW1.05)**

**1.00 pm Event Close**