Introduction to the Mini-Track "Access (or Sharing) Economy"

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Sharing is ingrained in the fabric of society and efficient access to goods and services constitutes a major force driving much of the economic activity today. With greater connectivity brought about by the proliferation of internetworking technologies, it has become much easier for individuals to circumvent spatial and temporal barriers during interactions, thereby giving rise to a novel **access** (or **sharing**) **economy** that is structured around the disintermediation of conventional channels of commerce in the exchange of both tangible and intangible resources. The access (or sharing) economy has gained notable attention within mainstream media as a new economic paradigm that leverages peer-to-peer technological platforms to facilitate exchange of resources among individuals who are joined via fluid relational networks. Almost overnight, numerous peer-to-peer platforms—in the likes of crowd-working (e.g., Airbnb, Uber, Amazon Mechanic Turk, E-Lance, Fiverr), co-innovation (e.g., Mindmixer, Social Innovator), crowd-funding (e.g., Kickstarter, Indiegogo), crowd-searching (e.g., Crowdfynd, CrowdSearching), and crowd-voting (e.g., California Report Card, Threadless) — have sprung up to facilitate both individuals and/or organizations to pool resources in resolving problems.

While there are many practitioners who have prophesized the access (or sharing) economyas a game-changer for how organizations and society function, there are also a number of detractors who questioned the uncertain and potentially disruptive future that is brought about by such peer-to-peer exchanges. Critics have painted a dismal picture of the access (or sharing) economy as a means for individuals and/or firms to dodge proper regulations and live beyond their means, which in turn contributes to doomsday scenarios of massive job displacements and spending habits detrimental to society. In light of the opportunities and challenges posed by the access (or sharing) economy, there is a clear urgency for a systematic and thorough scrutiny of how value creation and appropriation can take place within such economic environments while minimizing its negative impact to society.

This minitrack, newly introduced to the HICSS, embraces both retrospective and progressive views of how the access (or sharing) economy has evolved and would transform with technological advances. The goal of this minitrack is to enhance publications on the following topics:

- Collaborative consumption and production in access (or sharing) economy
- Crowdfunding and communal investment
- Crowdsourcing and open innovation
- Crowd platform strategies
- Data privacy and security in access (or sharing) economy
- Design and innovation of crowd platforms
- Digital business models of access (or sharing) economy
- Digital labor markets and workforce management in access (or sharing) economy
- Disruptive innovation in access (or sharing) economy
- Market mechanics of access (or sharing) economy
- Policy formulation for access (or sharing) economy
- Reputation and trust in access (or sharing) economy
- Social network in access (or sharing) economy
- Socio-economic and political challenges of access (or sharing) economy
- Value appropriation in access (or sharing) economy

The first session of the minitrack starts with the paper "Integrated Value Configurations in the Sharing Economy", which examines (via case studies) the possible configurations of value creation and how it could be captured in the context of the sharing economy. In the next paper, titled "An Empirical Investigation on the Impact of Crowd Participation on the Degree of Project Success: The Perspective of Crowd Capital", the authors explore

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the effect of different types of crowd participation (i.e., funds pledge, popularity creation, and on-site communication) on the success of crowd-funding projects. In the third paper, titled "An empirical analysis of on-demand ride-sharing and traffic congestion", the authors conduct a difference-in-difference analysis to examine the impact of Uber, an on-demand app-based ride sharing service, on urban traffic congestion.

The first paper of the second session, titled "The Impact of Technology-Mediated Consumption on Identity: The case of Airbnb", analyzes (via an ethnographic stud) the nature of consumer-object relationships in the context of Airbnb. In the next paper, titled "Moral Hazards and Effects of IT-enabled Monitoring Systems in Online Labor Markets", the authors exploit a quasi-experiment at Freelancer to investigate how IT-enabled monitoring systems mitigate the moral hazard in the online labor market as well as their effect on market competition. In the third slot of this session, Professor Izak Benbasat will host a special discussion on research opportunities and challenges in the sharing economy.