

Introduction to the Mini-Track “The Sharing Economy”

Bo Xiao
University of Hawaii at Manoa
boxiao@hawaii.edu

Eric Lim
University of New South Wales
e.t.lim@unsw.edu.au

Chee-Wee Tan
Copenhagen Business School
cta.itm@cbs.dk

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 Sharing Economy that is structured around the disintermediation of conventional channels of commerce in the exchange of both tangible and intangible resources. The 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 Mechanical Turk, E-Lance, Fiverr), co-innovation (e.g., Mindmixer, Social Innovator), crowd-funding (e.g., Kickstarter, Indiegogo), crowd-searching (e.g., Crowdifynd, 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 sharing economy as 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 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 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.

The aim of this mini-track is to sensitize both academics and practitioners to the latest trends and

developments in the sharing economy in order to determine how value can be created and appropriated within this novel economic environment powered primarily by technology. This year, seven papers (from 16 submissions) were selected for inclusion in the proceedings.

The first paper, titled “Consumer Behavior Choice in the Era of Shared Mobility: The Role of Proximity, Competition, and Quality”, by John ZHANG, Daoqin Tong, and Wencong Cui, proposes a decision choice model to examine the factors that influence the restaurant choice of individuals who use shared mobility services. It analyzes individuals’ travel behavior using trip-level data, along with point of interest data, restaurant reviews and average prices, and travel route characteristics.

The second paper is titled “Does a Smile Open All Doors? Understanding the Impact of Appearance Disclosure on Accommodation Sharing Platforms”, by Olga Abramova. Focusing on accommodation sharing platforms, this paper examines the effect of different photographic self-disclosures on the provider’s perceptions and willingness to accept a potential co-sharer. The paper also reports an experiment conducted to validate the hypothesized relationships.

The third paper, titled “Modelling Work Effort of Workers in the Crowdsourcing Intermediary Market”, by Ying Liu, Yong mei Liu, and Bo Xiao, examines the effect of crowdsourcing task characteristics (skill variety, task identity, task significance, autonomy, feedback, and task clarity) and trust in task requester on work effort in crowdsourcing intermediary market. It also reports an online survey of users of an online crowdsourcing platform in China conducted to test the hypothesized relationships.

The fourth paper, titled “Linking Privacy Concerns for Traceable Information and Information Privacy Protective Responses on Electric Scooter Sharing Platforms”, by Lin Li, Kyung Young Lee, Sung-Byoung Yang, and Luke Younghoon Chang, draws on APCO macro model to identify antecedents of users’

privacy concerns for traceable information (PCTI) in the context of electric scooter sharing platforms and examines the relationship between PCTI and users' information privacy protective responses.

The fifth paper, titled "Tell Me What You Want: Exploring the Impact of Offering Option Repertoires on Service Performance in Gig Economy", by Shaoxiong Fu, Yuting Jiang, Zhao Cai, Fei Liu, Eric Lim, and Chee-Wee Tan, builds on the competitive repertoire theory to advance a research model that seeks to understand how the volume, complexity, and heterogeneity of credence service offering specification option repertoires affect service quality and sales. It also reports a panel study conducted to test the hypotheses.

The six paper, titled "When Hosts Disclose Their Private Information on Accommodation Sharing Platforms: An Information Commercialization Perspective", by Jiang Hu, Wei He, and Fred Davis, draws on the privacy calculus theory and the literature of information-as-a-commodity perspective to investigate the effect of hosts' information commercialization on their private information disclosure behavior on accommodation sharing platforms.

The last paper, titled "User Roles on Peer-to-Peer Sharing Platforms: A Critical Review of the Literature and Recommended Remedies", by Sebastian Hermes, Manuel Maier, Andreas Hein, Markus Böhm, and Helmut Krcmar, reviews existing literature and identifies flaws in terminology and conceptualization of user roles on sharing platforms and in applied measurement approaches. It also proposes an agenda for future research.

We thank the authors for submitting their work to the Sharing Economy minitrack. Their research endeavors help identify and address knowledge gaps in how emergent technologies are shaping the access and sharing of resources within online peer-to-peer communities. We hope you enjoy the papers and the authors' presentations at the conference.