Introduction to the Mini-Track "The 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 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 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 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, three papers were selected for inclusion in the proceedings.

The first paper, titled "What inspires us to "share"? Motives to provide goods and services in the sharing economy", by Patricia Quiros and Stanislav Chankov, develops theoretical model to examine determinants of individuals' willingness to participate in the sharing economy as providers of goods and services. An online survey was conducted to test the hypothesized relationships. The results show that sense of belonging and monetary compensation have significant effect on willingness to provide goods and services in the sharing economy.

The second paper is titled "An Exploratory Study of the Participation in the Sharing Economy: What are the Influencing Variables?", by Stephen Choi and Sang-Hyun Kim. Drawing on self-determination theory, this paper explores factors influencing individuals' decision to participate in the sharing economy. The results of an online survey reveal that self-technological aptness, self-norm, attitude toward the sharing economy, desire to access a bigger market, and attitude toward environmental friendliness exert significant effect on participation intention. In addition, economic benefit strengthens the effects of all the predictors.

The third paper, titled "Service Failure Recovery in the Sharing Economy: A Case Study of Airbnb", by Luis Sosa, Kaveh Abhari, Michael Pesavento, Farzan Koobchehr, Bo Xiao, Pocky Kohsuwan, and Fernando Olivares, investigates the effects of service failures (and their associated recovery strategies) on customer experience in the digital sharing economy. Findings from an exploratory case study suggest that different service failure strategies exert differing effects on customer experience, which in turn affects the

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behavior towards the service being provided and the service provider.

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.