Introduction to the Mini-Track "The Sharing Economy"

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

Kaveh Abhari
San Diego State University
kabhari@sdsu.edu

The emergence of new technologies along with peer-to-peer entrepreneurial opportunities has contributed to the establishment of what has been dubbed the "sharing economy". The term "sharing economy" refers to a shift in market strategy from 'ownership' towards 'granting access' to underutilized operant and operand resources. The sharing economy, as a collection of business models, is enabled by digital platforms. These platforms have been launched in a variety of unique forms.

While there are a few forms of the sharing economy that have been well studied (e.g., ridesharing and peer-to-peer lending), there are also several emerging forms that remain understudied (e.g., idea and influence sharing). Hence, these is a clear urgency for a thorough analysis of the opportunities and challenges posed by these new forms. The aim of this mini-track is to sensitize both academics and practitioners to the latest trends and developments in the sharing economy to determine how value can be created and appropriated within these emerging forms.

This year, this mini-track includes four papers that cover four different forms of the sharing economy, social trading, marketplace, crowdfunding, and open innovation. The first paper, *Effects of Personality on Social Performance in Social Trading*, offers a new perspective to understand actor behavior on social trading platforms. The authors, Quanchen Liu, Bingqing Xiong, Zhao Cai, Ningbo China, Jiantao Zhu, Eric Lim, and Chee-Wee Tan discuss the relationship between leader traders and followers. They argue on social trading platforms, the income of leader traders is largely dictated by the number of copy trades conducted by their followers. Consequently, leader traders must accumulate social capital to entice their followers to conduct copy trades. Drawing on social capital theory, they scrutinize the effects of traders' personalities on the accumulation of social capital, which in turn bolsters social performance as measured by the number of copy trades. The authors used a novel text-based, machine learning technique and the *Myers–Briggs* personality classification system to depict leader traders' personalities. The results reveal significant relationships among

personality traits, social capital dimensions, and social performance. This study explains the behavior of leader traders and informs the design of social trading platforms.

The second paper, *The Signaling Effect of Group-Type Profile Pictures in the Sharing Economy: The Case of Airbnb*, is based on the signaling and uncertainty reduction theories and a deep learning-based face detection technique. The authors, Donggyu Min, Chulho Lee, Yasin Ceran, and Tom Steinberger, focus on the impact of host profile pictures on bookings and hypothesize that the presence of a profile picture induces travelers to trust the host more. They also theorize that the number of people in a picture is a proxy for sociality and trustworthiness and it can increase the chance of bookings. Moreover, the paper demonstrates that the impact of having a profile picture or group profile picture is intensified for properties located in risky neighborhoods. This study provides practical guidelines to platform owners and merchandisers by identifying factors to facilitate consumer purchases.

The third paper, *Appreciating Support – Antecedents of Subscription-Based Crowdfunding Campaign Success* by Hendrik Jontgen focuses on a case of crowdfunding. The author discusses that content creators can transform their social embeddedness from social media websites into financial support and subsequently gain independence from advertisers. To test this assumption, the authors crawled a comprehensive data set from a largest subscription-based crowdfunding platform, Patreon, and then examined the factors that contribute to crowdfunding campaign success. The results suggest that campaign creators should write an extensive campaign description, offer multiple reward levels with a wide span of costs, lividly engage with their community while focusing on postings with a high level of media richness, and use their social media followers to bring their campaign to success. This study is a successful attempt in evaluating the success of a subscription-based crowdfunding campaign.

The fourth paper, *Need for Speed in the Sharing Economy: How IT capability drives Innovation*

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Speed? is centered around digital collaboration with customers and suppliers toward innovation. The authors, Wooje Cho, Ojaswi Malik, Prasanna Karhadeand, and Abhishek Kathuria, explain the role of digital collaboration and Business Intelligence systems on a firm's speed of innovation. The study reveals that that collaboration with customers is more effective than collaboration with suppliers for firms to speedily innovate. The authors discuss that information obtained from customers is more relevant for the quick development of new products that exploit existing competencies, as compared to information from suppliers. Furthermore, the authors empirically show that a firm's digital collaboration with customers will have a greater effect on innovation speed when firms use Business Intelligence systems to manage and filter the data.

We thank the authors for submitting their work to the Sharing Economy mini-track. 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.