The Sharing Economy Frontiers:
Introduction to the Mini-Track "The Sharing Economy"

Kaveh Abhari
San Diego State University
kabhari@sdsu.edu

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

Digital technology has redefined the concept of 'sharing' by democratizing how economic values are created, delivered, and captured in society. This paradigm shift has led to the emergence of digital platforms that offer large-scale peer-to-peer entrepreneurial opportunities and contributed to establishing what has been dubbed the *sharing economy*. In this context, sharing refers to 'granting access' to underutilized operant and operand resources. The sharing economy is made possible when this sharing process is governed in a coordinated fashion—centralized or distributed—to create socio-economic values for all actors involved.

The sharing economy paradigm has inspired a variety of unique business models over the past two decades. However, researchers mainly study common models such as commission-based platforms and contexts such as ridesharing, lodging, and peer-to-peer lending. As a result, not only do several emerging models still need to be studied, but the sharing economy literature also needs diverse lines of inquiry and methodological approaches.

Therefore, there is an apparent urgency for broadening the depth and breadth of research on new forms of the sharing economy with new theoretical lenses and methodological approaches. Advancing toward this vision, this minitrack aims to sensitize academics and practitioners to the latest trends and developments in the sharing economy. We embrace both retrospective and progressive views of the sharing economy to explain the evolution of the sharing economy strategies, operations, and outcomes in new contexts.

This year, this minitrack includes four papers that cover four new contexts of the sharing economy, data-sharing, talent-sharing, content-sharing, and cryptocurrency. The first paper, "How to Share Data Online (fast) – A Taxonomy of Data Sharing Business Models," focuses on data-sharing business models and offers a taxonomy to study these models. The authors, Julia Schweihoff, Ilka Jussen, Valentin Dahms, Frederik Möller, and Boris Otto, conceptualize data-sharing as a

new sharing-economy model and offer design criteria for data-sharing business models (DSBMs). With the empirical analysis of 80 DSBMs, they provide theoretically grounded, contextually transferable, and practically helpful taxonomy.

The second paper, "To Cooperate or to Compete in the Gig Economy? Endorsements and the Performance of Freelancers in Online Labor Markets," explore how gig workers' personality traits in terms of Social Value Orientation (SVO) affect workers' performance on an online labor platform. The authors, Sambit Tripathi, Amit Deokar, Prasanna Karhade, and Xiaobai Li, measure SVO from peer endorsements among workers on an online labor platform. The study reveals that a cooperative SVO, where gig workers endorse each other, is more beneficial to the stakeholders of online labor platforms than a competitive and individualistic SVO.

The third paper, "Unraveling the Relationship between Content Design and Kinesthetic Learning on Communities of Practice Platforms," is centered around communities of practice (CoP) in the context of kinesthetic learning. The authors, Quanchen Liu, Bingqing Xiong, Zhao Cai, Eric Lim, and Chee-Wee Tan, collected data from a leading Chinese recipe-sharing platform and measured *content richness* in terms of readability, verb richness, and prototypicality and measured *structure clarity* in terms of block structure, block quantity, and block regularity. Employing a machine learning model, the authors simulated and tested learners' digestibility of image content embodied within recipes. The study reveals that the content richness and structure clarity of shared content presented on CoP platforms can significantly influence learning by influencing learners' digestibility of new knowledge.

The fourth paper, "Cryptocurrency Research in the Field of Information Systems: A Literature Review and its Implications for Sharing Economy Research," discusses the role of cryptocurrency as a means of payment in the sharing economy. The authors, Tin King So, Christy Cheung, and Samson K.H. Tai, consolidate knowledge about cryptocurrency in the IS field through

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a systematic literature review and provide insights for researchers to seek opportunities for cryptocurrency research in the context of the sharing economy. The paper first presents a detailed overview of the state of cryptocurrency research from five unique perspectives: trends, foci, theories and models, methods applied, and research samples, and then discusses how the implications of cryptocurrency can build trust-in-peers and a less centralized sharing economy platform through *trust building* and *managing transactions* affordances.

We thank the authors for submitting their work to the Sharing Economy minitrack and the reviewers for their invaluable contributions. Their endeavors help identify knowledge gaps in emerging sharing economy platforms and outline future research avenues addressing these gaps. We hope you enjoy the papers and the authors' presentations at the conference. We also look forward to insightful discussions during the conference.