

Sharing your assets? A holistic review of the sharing economy

Abstract

Even though academics and practitioners extensively apply the notion of the sharing economy (SE), the conceptualization and the literature construction remained disjointed and dispersed due to the lack of a rigorous attempt to understand the core concept of the SE. This concept is multidimensional, which makes its investigation essential for practitioners and academics. Based on a 15-year data set collected from the Web of Science database, our paper seeks to provide a pervasive science plot of the intellectual structure of the SE field. A bibliometric review method was used by studying documents published from 2005 to 2020, using the VOSviewer, Bibexcel, SPSS, and GunnMap2 software. Providing an overview of articles, authors, the most influential journals, and themes of research, we contribute to the literature on the SE by identifying and proposing six research groups in MDS analysis, six research clusters in HCA analysis, and future study directions. Eventually, the research acknowledges the theoretical contribution, the limits of the present study, and recommends further study directions.

Keywords: Sharing Economy; Bibliometrics; Multidimensional Scaling; Hierarchical Cluster Analysis

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1. Introduction

Sharing alone is not a new concept, but since the Internet and digital platforms have emerged recently, the sharing economy (SE) is an emerging phenomenon (Hossain, 2020; Sutherland & Jarrahi, 2018) that has received much attention in recent years (Christodoulides et al., 2021; Curtis & Lehner, 2019; Luri Minami et al., 2021). The SE is recognized as a new way of use that is based on the exchange of services and the distribution of low-interest goods (Saglietto, 2020). The emergence of modern and non-traditional business models in traditional and old industries is one of the effects of the SE (Robert Vaughan & Daverio, 2016), e.g., the tourism industry (e.g., Airbnb) (Lutz & Newlands, 2018; von Richthofen & von Wangenheim, 2021), the transport industry (e.g., Uber) (Caputo et al., 2021), business services (e.g., Hopwork) and finance (e.g., Kiva), food industry (e.g., VizEat). The SE, as a disruptive innovation, has disrupted traditional sectors (Guttentag, 2015).

The increasing use, growing trend of transactions, and service revenues provided by the SE at the socio-economic level are undeniable and have been analyzed by various institutions such as the European Commission, eMarketer, PricewaterhouseCoopers (PwC). It represents the undisputed growth of the SE at the socio-economic level (Sánchez-Pérez et al., 2021). The eMarketer (2020) report shows that the trend of using the Airbnb platform is increasing and will increase from 42.1 million adult users in 2019 to 48.1 million users in 2023. Also, according to the data obtained from the analysis of PwC consulting, the SE may increase its total global revenue to \$ 335 billion by 2025. A study of SE services in Europe was also conducted by Vaughan and Hawksworth (2014) and estimated that the SE worldwide will increase from \$ 15 billion in revenue in 2013 to \$ 335 billion in 2025. According to this study, although in 2013 the traditional sectors had 16 times the rental income compared to the SE platforms, it is estimated that by 2025 both the traditional sectors and the SE will have equal income, and this means that the SE sector will grow by more than 2,000 percent.

Several universities and educational institutes, such as Stanford University and the Copenhagen Business School, have dedicated various courses and curricula to the SE. For this reason, the issue of the SE has attracted the attention of professors and students, and as a result, the writing of documents in the SE in prestigious journals is increasing. The above-mentioned issues show that the increasing attention to this phenomenon has caused the relevant literature to grow very fast, which is one of the aspects of complexity and incongruity (Acquier et al., 2017; Hossain, 2020).

By analyzing previous studies (Belk, 2010, 2014; Ert et al., 2016; Mair & Reischauer, 2017; Martínez et al., 2009), probably, areas that have been ignored so far or need a more comprehensive study will be recognized. Although recent studies (e.g. Hossain, 2020; Sánchez-Pérez et al., 2021) have been conducted, according to up-to-date analyses in the present research, the purposes of this article are: (1) to examine the intellectual structure of SE literature through co-citation analysis identifying the key intellectual traditions that have a constitutive influence on the construct; (2) to present an integrative framework outlining the nature and characteristics, antecedents (includes macro and micro levels), moderator variable, and consequences of the construct and identify potential research directions for future research undertakings. To achieve the stated purposes, a combination of bibliometric techniques was determined as follows. In the first step, to examine the current status of documents in the SE, the distribution of documents in countries, top articles, and most prestigious journals through citation analysis were examined. In the second step, co-citation analysis was performed to

examine a wide range of subject areas through multidimensional scale analysis (MDS) and hierarchical cluster analysis (HCA). Finally, a theoretical framework was drawn that shows the basis of the SE domain.

This article examines 166 articles in 2-, 3-, and 4-star-rated journals in the Quality List Report of the journals prepared on 24 June 2020 in the ABS list (Association of Business Schools Academic Journal Quality). To overcome the contradiction and eliminate the research gaps, the present study seeks the structure and nature of the SE and by providing a conceptual framework seeks to clarify its antecedents (Includes macro and micro levels) and consequences for societies, express research trends of the SE, and its implications for academics and practitioners. The findings show that key issues in this area include consumption practices in the SE, innovation in the hotel and tourism industry (Airbnb, the pioneer of the SE), the SE as a sustainable model of consumption, sharing motivations, SE dynamics, and the SE as an alternative marketplace.

A comprehensive framework of the SE with its most important nature and characteristics, antecedents, moderator variable, and consequences are proposed. The nature of this phenomenon includes disruptive innovation, artificial intelligence, business models, SE dynamics, challenges related to this phenomenon, business model marketing activities, and collaborative consumption. The antecedents were divided into macro and micro levels. The macro level includes culture and economic conditions, policy and regulations, industry, crowd intelligence, and stakeholders, and the micro level includes motivation and personality. The moderator variable of this model includes a mixed-reality variable and the consequences include value co-creation, sustainability, and rebound effects. Reviewing the literature of the highly cited papers and recent studies, some of these elements need more research and serious in-depth attention in the field of the sharing economy.

By following this study, designers and managers in sharing platforms should: (1) reduce the complexity of the user interface, (2) introduce comprehensive access control mechanisms on shared content, and (3) target select audiences (Lange, 2007; Smetters & Good, 2009; Whalen et al., 2006). In addition, this study helps them to reduce user challenges by managing shared content access; presenting assets to multiple audiences; further privacy concerns (Barann et al., 2017); trust in services (D'Hauwers et al., 2020; Sun et al., 2015; Venkateswaran et al., 2021); and security.

2. Method

2.1 Database

The bibliometric analysis uses mathematical and statistical methods to examine the formal characteristics of knowledge domains (Mora et al., 2017). Bibliometric analysis is defined as "the application of mathematics and statistical methods to books and other media of communication" (Groos & Pritchard, 1969). The bibliometric analysis comprises various approaches such as citation analysis (CA), keyword co-occurrence, co-citation analysis (CCA), or co-authoring analysis (Dias, 2019). The bibliometric analysis applies a quantitative method for the explanation, assessment, and evaluation of available papers. Bibliometric analysis has been availed in previous research to examine diverse domains like sustainability in the collaborative economy (Ertz & Leblanc-Proulx, 2018), technological innovation research (Akbari et al., 2020c), intelligence models (López-Robles et al., 2019), social innovation (Foroudi et al., 2020), sustainable technology (Akbari et al., 2020a), key account management (Kumar et al., 2019), and open innovation (Le et al., 2019).

The statistics collected in the present study were collected from the Clarivate Analytics–WoS database. Despite many internationally branded databases, such as Scopus and Google Scholar, the Web of Science database (WoS) has the highest research standards (Merigó et al., 2015). In many articles that use the bibliographic method to analyze their specific topics, the WoS database is more popular (Sánchez-Pérez et al., 2020; Zhu et al., 2020). Covering a variety of bibliometric analyses, the WoS was the main foundation of many studies that provide wide attention in other sciences (Mulet-Forteza et al., 2019).

2.2. Procedure and data

In the present study, the bibliographic evaluation of SE literature began by extracting articles by searching the keywords "*sharing economy*", "*collaborative economy*", and "*collaborative consumption*". As mentioned before, the WoS has been chosen to extract articles because it is a reliable source for processing citation data (Chabowski et al., 2018; Samiee et al., 2015). 1,042 records were found on October 24th, 2020. In the second step, by filtering the articles, the number of records reached 717. The remaining documents comprised of proceeding papers (220), early access (50), editorial materials (48), reviews (31), book reviews (28), meeting abstracts (4), book chapters (3), corrections (3), data paper (1), and letter (1). In the third step, by filtering English, 659 articles were extracted. Other articles were in other languages, including Spanish (27 articles), Portuguese (12), Russian (6), Hungarian (5), French (3), Polish (2), Croatian (1), German (1), and Slovenian (1). The main goal of this paper is to analyze the articles published in the quality journals prepared by June 24th, 2020 in the ABS list (<http://www.harzing.com>). Therefore, by filtering journals with 2-, 3-, and 4-star rankings, 166 records were finally extracted and analyzed (the list of journals and their ranking can be seen in Table 1).

[Insert Table 1 here]

2.3. The analytical methods and software

The present study uses four methods of analysis. Citation analysis allows researchers and academics to understand the level of activity in a particular field, the relevant journals, reveal the research performance of existing researchers in the SE, and also identify new directions for future research (Chabowski et al., 2013, 2018; Ferreira et al., 2016). The co-citation method has been used to provide a detailed review of the SE and its intellectual structure. Co-citation analysis allows the researcher to define specific areas of knowledge based on further review of cited documents and their interrelationships (Wilden et al., 2017). Two other co-citation methods are known – the HCA and MDS – which simultaneously address validity concerns and provide perspectives on the co-citation data (Chabowski et al., 2018). The relationship between the various analyses performed is discussed more specifically in Table 2.

[Insert Table 2 here]

Citation analysis (CA) - After searching and selecting keywords, the steps of bibliographic research require the vastness of the research to be determined to operate a detailed investigation (Zupic & Čater, 2015). In the present study, as a bibliographic method, we initially performed a CA. CA is performed to present the intelligent construction of a specific arena, and similarly empowers academics to recognize the knowledge base construction by providing the most mentioned documents (Pasadeos et al., 1998).

Co-citation analysis (CCA) - This paper applied CCA to find subdomains of SE research. After collecting documents from the WoS, the data was transferred to Bibexcel software for bibliographic analysis to provide a detailed structure for CCA. Using the Bibexcel software, the 30 most cited documents were selected and a co-citation matrix, MDS, was mapped for further analysis. MDS allows researchers to configure the intellectual structure of the research arena accurately. Also, the co-citation matrix is the foundation for MDS analysis and mirrors the connections among publications within a given domain (Chabowski, 2017; Zha et al., 2020; 2021). The present study uses the MDS method as a comprehensive method to evaluate citation data and graphically present bibliometric data (Chabowski, 2017; Foroudi et al., 2020).

MDS- One of the prevalent methods of quantitative analysis is MDS, which surveys the interrelationships of study areas and the strength of their relationships (Adams et al., 2020; Chabowski et al., 2013; Zha et al., 2020). In MDS analysis, co-citation value has been used as an indicator of closeness among highly-cited publications (Akarsu et al., 2020; Foroudi et al., 2020; Zha et al., 2021). Indeed, this analysis presents the commonalities and different issues among papers. *IBM SPSS for Windows v26* was used to perform this analysis.

HCA- HCA was used to increase the accuracy of the present study. HCA is one of the quantitative methods which specifies the subgroups and academic flows of the study scope make the resemblances of any entity (Foroudi et al., 2020). HCA provides a dendrogram that shows which variables are inside the cluster and how the clusters relate to each other (Janssens, 2007). One of the most common methods for determining clusters in HCA analysis is *Ward's method*, which allows researchers to obtain interpretable results (Yari et al., 2020). This was done using *IBM SPSS for Windows v26*. This study covers documents in the 15 years from 2005 to 2020. Concerning all the analysis steps and the software used in each step, the methodology is summarized in Figure 1.

[Insert Figure 1 here]

Through CA, Table 3 shows the countries from the highest to the lowest citations in the scope of the SE based on the rate of citation. The three most cited countries in the SE are England with 30 articles and 1362 citations, the United States with 51 articles and 1044 citations, and Canada with 13 articles and 1008 citations, respectively. Figure 2, taken from Gunmap2, shows the country map founded on the number of citations from the maximum to the minimum citations on the SE. Countries marked in green have the least citations, countries highlighted in red have the most citations, and countries marked in gray have no data.

[Insert Figure 2 here]

[Insert Table 3 here]

Recognition of the most highly cited publications on the SE operates as a significant metric to comprehend the writer's ranking and sets a basis for additional investigations. Observing the most highly cited publications on the SE (see Figure 3), the study by Belk (2014) has received the greatest attention. In this article, he compares sharing and collaborative consumption, and his findings show the growing popularity of both. The second most highly cited paper, written by Ert et al. (2016), investigates the effects of trust and reputation in Airbnb by providing a conceptual framework. The third most popular paper, by Martin (2016), applying sustainability transitions and formulating a theory, offers an empirical analysis of the SE. Table 4 represents the overview of the most highly cited papers on the SE in the past 15 years.

[Insert Figure 3 here]

[Insert Table 4 here]

Through CA, Table 5 and Figure 4 show the most cited journals on the SE, as follows: Journal of Business Research, Technological Forecasting and Social Change, and Tourism Management. From 2005 to 2020, 9 articles on the SE were available in the JBR, which has the most citations with 1145 citations; 21 articles in Technological Forecasting and Social Change (with 798 citations); and 6 articles in Tourism Management (with 511 citations). Table 5 shows the most published citations in the scope of the SE along with the frequency of their citations.

[Insert Figure 4 here]

[Insert Table 5 here]

3. Results

3.1. MDS

In the present study, we used MDS to show the similarities, proximities, and relationships of publications in a multidimensional space (Zupic & Čater, 2015). The main dimensions of the fields of the study, identified by different researchers through similarities, dissimilarities, or distances of subjects, are revealed in a multidimensional space (White & McCain, 1998).

After collecting highly cited documents during the years 2005 to 2020 and extracting the co-citation matrix through Bibexcel software, MDS was performed to identify subfields of a specific study area (Cobo et al., 2011). In the MDS analysis, the total number of citations has been used as an indicator of proximity among highly-cited publications (Ramos-Rodríguez & Ruíz-Navarro, 2004). MDS was executed applying IBM SPSS v26 to determine if the data had a good model fit.

Ramos-Rodríguez and Ruíz-Navarro (2004) stated that the amount of stress should be evaluated to determine the appropriate model. The value of stress 0 is appropriate and the amount of stress between 0.10 and 0.20 is a good fit. In this study, the amount of stress was 0.04472, which is reasonable. A standard distance of 0.25 was used in the MDS analysis. The purpose of MDS is to map the SE intellectual structure to identify the complex network of research groups that share key research topics and literary traditions (Foroudi et al., 2020). The number of initial analyses and configurations affects the amount of stress. This means that the amount of stress increases with the number of cases analyzed. The more items mapped, the poorer the goodness of fit. This was crucial in determining the number of documents to be mapped (Foroudi et al., 2020; Ramos-Rodríguez & Ruíz-Navarro, 2004). Since the standard distance of 0.25 was used in the MDS analysis, in Figure 5, the points with a distance of 0.25 and less were joined together to form groups. As can be seen in Figure 5, six groups were identified. This analysis shows that the groups are not related and are separate. Group 1 has six publications, group 2 has four publications, groups 3, 4, 5, and 6 have two publications (see Table 6):

[Insert Figure 5 here]

[Insert Table 6 here]

Group 1 consists of six publications, entitled consumption practices in the SE. Consumption practices are used as sharing (Belk, 2010, 2014), 'commercial sharing systems' (Lamberton & Rose, 2012), 'access-based consumption' (Bardhi et al., 2012), and 'collaborative consumption' (Belk, 2014; Möhlmann, 2015). The article, written by Belk (2014), discusses the explanations of the existing increase in collaborative consumption and its significance for companies

implementing traditional sales and ownership models. In this article, the difference between collaborative consumption and sharing is also stated. In this group, Bardhi et al. (2012) also examine the differences between access-based consumption, ownership, and sharing, sharing in and sharing out (Belk, 2010). Möhlmann (2015) also discusses the causes of satisfaction and the possibility of reusing an SE choice.

Group 2 consists of four publications, focusing on travel innovation, the hotel industry, and tourism in the SE. These publications highlight the emergence of Airbnb, the company's innovations in the hotel industry as a travel accommodation provider and a pioneer in the SE (Zervas et al., 2017) as well as focusing on the innovative behavior of tourists in how to use the smartphone in travel (Tussyadiah, 2016b). Ert et al. (2016) stated that personal photos of the hosts influence the decisions of tourists. Tourists and consumers are influenced by the attributes of the host house, such as the size of the apartment, location, etc., and the personal characteristics of the host and the seller are important to them, such as reputation and appearance. Their findings also show that the degree of confidence in the host is mainly derived from their photos, which changes the price and likelihood of choosing a host.

Airbnb guests use not only website recording evidence but also host information to make decisions. Therefore, sharing economics operating systems should pay attention to the fact that in designing their websites; both visual and non-visual information on the website is important for consumers (Ert et al., 2016). Guttentag (2015) also describes Airbnb based on disruptive innovation theory. Airbnb can be considered to be a 'disruptive innovation' as the company's BM is internet-based and has an unrivaled attraction for tourists (Christensen & Raynor, 2003).

Group 3 consists of two articles that refer to the aspects of the SE's sustainability in consumption at the macro level. Cohen and Kietzmann (2014) provided a matrix for the sustainability of BMs on the part of mobility, including car-sharing, ride-sharing, and bike-sharing. They tried to achieve a sustainable BM in the three segments by using agency theory and establishing a relationship between the government and service providers. They express that current SE BMs are full of contradictions, and there is a basic requirement to create a model in alignment with the power of agents (SE service providers) and principals (governments). Martin (2016), on the other hand, states that the SE includes a range of peer-to-peer online economic activities in a variety of forms. A more stable form of consumption; a way to a decentralized, equitable, and sustainable economy; generating free markets; consolidation of the neoliberal paradigm; and, an incompatible field of invention.

Group 4 consists of two articles discussing sharing motivations. Bucher et al. (2016) presented a model which includes the impacts of the three constructs of "monetary, moral, and social motivations" as the main motivations for sharing and the three prerequisite constructs of these motivations based on the theory of behavior. "Materialism, sociability, and voluntariness" were examined to measure the intention and attitude of sharing. The impact of these structures on attitudes and then the intention to share were examined in two groups, one of which had a commercial intention to divide their assets and the other a non-commercial intention (Bucher et al., 2016, p.321). Hellwig et al. (2015) also addressed two issues in their article. They both studied individual differences in sharing and divided sharing consumers into different categories. They identified three variables according to which individuals have different tendencies to share their assets. These variables include "trait-related variables, motivational variables, and perceived socioeconomic variables". They placed the variables of "perfectionism, generosity, tit-for-tat reciprocity, resources scarcity, generalized reciprocity, integrated motivation, introjected motivation, extrinsic motivation and sharing behavior" in

these three categories. The intensity and extent of the existence of these variables was then examined in four groups of sharing idealists, sharing opponents, sharing pragmatists, and sharing normative (Hellwig et al., 2015, p.900).

Group 5 contains two publications about SE dynamics. SE dynamics mean market change, market emergence, and the anticipated and accidental consequences (Mair & Reischauer, 2017; Malhotra & Van Alstyne, 2014). The SE leads to positive effects (Kostakis & Bauwens, 2014) and negative consequences (Malhotra & Van Alstyne, 2014). The sharing of economics leads to economic and social dynamics and commercializes individual life (Martin, 2016). These dynamics include changing market processes (Meyer et al., 2005), creating new markets (Fligstein, 2013), as well as negative and unwanted effects and consequences (Malhotra & Van Alstyne, 2014; Merton, 1936). For instance, the ridesharing market (Uber and Lift) has altered the taxi market (Mair & Reischauer, 2017; Malhotra & Van Alstyne, 2014). Licensed taxi drivers face higher costs, which prevents them from competing with ride-sharing. Certainly, ride-sharing is growing by bypassing the fees and regulations that govern current jobs (Malhotra & Van Alstyne, 2014). Furthermore, the home-sharing market, pioneered by Airbnb, has created new markets (Mair & Reischauer, 2017).

Group 6 has two publications concerning the SE as an alternative marketplace. Albinsson and Yasanthi Perera (2012) emphasize the existence of new alternative markets that focus on the consumer and are organized without the need for monetary exchange. They divide collaborative consumption into three categories, in which Airbnb falls into the third category: (i) firstly, product-service systems in which individuals have paid for sharing particular assets, (ii) secondly is redistribution markets, (iii) finally, shared lifestyles in which consumers with homogeneous concerns unite and share less visible resources, including time, place, skills, and money. Due to the possibility of accommodation in other consumers' homes, Airbnb is placed in this category.

Guttentag et al. (2018) also explained the motivations of tourists to choose Airbnb. They recognized five motives: interaction, home benefits, novelty, SE ethos, and local authenticity. In their study, the respondents were split into five categories: money-savers, home-seekers, collaborative consumers, pragmatic novelty-seekers, and interactive novelty-seekers. Finally, with these two dimensions, they developed a matrix that shows the various motivational sections to understand why tourists choose Airbnb.

3.2. HCA

Overall, HCA is appropriate for data sets when the number of clusters is ambiguous. The logic of HCA is as follows. Clusters would be divided into sub-clusters or be gathered into superior clusters, thus presenting a hierarchical project of items to groups (Vijith & Dodge-Wan, 2020). When a researcher desires to choose which items are divided into which clusters, HCA can be applied (Foroudi et al., 2020).

In this study, HCA was adopted since HCA works on any item in any cluster. It replicates mixing the nearest couple of clusters and matching their resemblance till the whole data is credited to a single cluster. By grouping homological items to classify alike characteristics, cluster analysis has broad usage (Vijith & Dodge-Wan, 2020). This was done using IBM SPSS v26. To evaluate the attendance or nonattendance of similarity, the Squared Euclidean distance method was used along with *Ward's method* as a connectivity-based clustering method.

[Insert Figure 6 here]

The outcomes of HCA are shown in Figure 6, which includes six clusters and shows the most similar characteristics.

Cluster 1 includes (Gutiérrez et al., 2017; Guttentag et al., 2018; Guttentag & Smith, 2017; Heo, 2016) introducing Airbnb as a form of the SE. In this cluster, researchers describe some general characteristics of the SE, especially Airbnb as a pioneer of this phenomenon. First, Guttentag and Smith (2017) took a critical look at the SE and examined the impacts of Airbnb on hotels as disruptive innovation. Results show that Airbnb is not only a disruptive innovation against hotels, but also users perceive it as a "superior product" and employ the Airbnb service as an alternative to a hotel. Moreover, Guttentag et al. (2018) considered the Airbnb benefits and its market. They studied the motivations of tourists for using Airbnb and motivation-based market segmentation. According to their results, there are five practical motivations, besides five users' segmentations, as mentioned before. Heo (2016) considered the existing flows of the SE and ride-sharing. He pointed out sharing actions as renting, lending, trading, bartering, swapping goods, services, transportation solutions, space, and money in the car, house, and toy sharing context. Finally, Gutiérrez et al. (2017) argued that the models of tourism need to be changed due to the emergence of Airbnb. Airbnb follows the spatial (center-periphery) pattern according to collaborative consumption and peer-to-peer platforms.

Cluster 2 consists of (Acquier et al., 2017; Cusumano, 2014; Mair & Reischauer, 2017; Malhotra & Van Alstyne, 2014; Martin et al., 2015; Matzler et al., 2015) explaining the dynamics of the SE. Mair and Reischauer (2017), based on the institutional theory, described how dynamics occur through the pluralism and cultural, political, and network embeddedness of an organization, and subsequently, this leads to the SE. From the point of view of the level, Martin et al. (2015) clarified the dynamics of grassroots organization within socio-technological niches in local (shielding and nurturing) and global (social networking and social learning) levels and explained three levels of the SE: *landscape, regime, and niches*. Also, Acquier et al. (2017) presented three substantial roots of the SE: *access economy, platform economy, and community-based economy* and dynamics balancing acts between these three cores. Moreover, three articles explain organization orientation (for-profit and non-profit) and commercial features of the SE (Mair & Reischauer, 2017; Malhotra & Van Alstyne, 2014; Martin et al., 2015). In this stream, Martin et al. (2015) discussed that even non-profit organizations are going to be commercially oriented.

Cluster 3 includes studies by (Albinsson & Yasanthi Perera, 2012; Benoit Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J., 2017; Bucher et al., 2016; Cohen & Kietzmann, 2014; Fornell & Larcker, 1981; Hellwig et al., 2015; Ozanne & Ballantine, 2010; Priporas et al., 2017) which are involved in sharing consumption behaviors. Albinsson and Yasanthi Perera (2012) emphasize the communities and discuss alternative markets through community building and event sharing. They explained consumption types such as *mindful consumption, anti-consumption, un-consumption*, and claimed that there are three types of collaborative consumption: *renting, lending, and sharing*. According to them, free markets are types of non-monetary-based sharing markets, which result in community building. The community can be mutually a motive for participation and can be seen as a result of that. They conclude that sharing markets are gradually replacing the main markets. Ozanne and Ballantine (2010) also deliberated about sharing as an anti-consumption behavior. They divided consumers into four groups based on demographic criteria such as gender, income, etc., *socialites* who are seeking social benefits, *market avoiders* who want social and community benefits and are least

materialists, *quite anti-consumers* who have a strong sense of anti-consumption, *passive members* who have no sharing interests.

On the other hand, another consumer grouping has been done by Hellwig et al. (2015) who explained the different types of sharing consumers and the subsequent market segmentation. They identified four types of consumers: *sharing idealists* who are motivated by emotional, prosocial/hedonic values, *sharing opponents* who have no desire for sharing, *sharing pragmatists* who are searching for functional values, and the last, *normative sharers* who are the best targets for moral sharing offers. They stated that sharing behavior is based more on psychological and personal factors than demographic ones. Benoit et al. (2017) focused on collaborative consumption behavior and presented a triadic framework for that which includes the motives, activities, and capabilities. They had three main criteria for designing collaborative consumption: *access-based consumption, sharing, and renting*. They explained that any sharing system has three sides: *platform provider, peer service provider, customers*. Besides, they clarified the motives, activities, and capabilities of each side. Priporas et al. (2017) explored the essence of service quality and its impacts on customers' perception in the SE and communal interchange in the Airbnb context. The results showed that valid local experience and reasonable costs are more important than quality for customers. Bucher et al. (2016) introduced a model of consumers' motives for sharing behavior founded on planned behavior theory. They stated that sharing attitudes arise from moral, social-hedonic, and monetary motives, and materialism, sociability, and volunteering are the antecedents of these factors. This attitude leads to sharing intention. According to their study, the strongest motivation is social-hedonic motivation, and the strongest predictor of attitude is sociability. Cohen and Kietzmann (2014) considered different forms of BMs for the SE in fields of *car sharing* (business-to-business (B2B) car sharing, nonprofit/cooperative carsharing, P2P carsharing), *ride-sharing* (carpooling, flexible carpooling, nonprofit/cooperative, vanpooling, P2P ride-sharing) and *bike-sharing* (street furniture bike-sharing, publicly owned bike-sharing, sponsorship-based, and nonprofit-based).

Cluster 4, which contains (Belk, 2010; Lamberton & Rose, 2012; Möhlmann, 2015), focuses on the factors that lead to consumer choice in sharing activities. Lamberton and Rose (2012) examined commercial sharing systems and the factors that affect sharing attractiveness by providing a model. They stated that rivalry is a fundamental aspect of commercial sharing. Following the utility and cost benefits, they believed the perceived risk of scarcity is the most important factor leading to sharing activities by a consumer. Möhlmann (2015) provided a model to consider the key factors of sharing. Results indicate that the user's self-benefit, utility, trust (Sun et al., 2015), cost-saving, and familiarity are the most influential issues that motivate the consumer to contribute to sharing activities. In contrast, environmental impacts, internet capability, smartphone capability, and trend affinity have no significant effect. In this stream, Belk (2010) explained that sharing has some dimensions which affect consumers' willingness to share what they possess: possessiveness and attachment to possessions, utilitarianism, independence versus interdependency, and privacy.

Cluster 5 embraces studies by (Cheng, 2016; Tussyadiah, 2016a, 2016b; Zervas et al., 2017). This cluster explains the innovative characteristics of the SE. Tussyadiah (2016b) discussed creative consumers and six different reasons for using smartphones in the scope of the SE in tourism. These six usages are *social networking, searching for deals, online reviews, push recommendations, trip management, direction, and navigation*. He concluded that innovation has an important impact on trip management (Tussyadiah, 2016b). Another study suggested that the internet and social network technology enable people to participate in activities such as P2P platforms as part of collaborative lifestyles (Tussyadiah, 2016a). He considered the factors

which influence consumer satisfaction with the SE, such as enjoyment, value, amenities. Cheng (2016) had a bibliometric review of literature in the SE domain. He pointed out the innovation as one of the clusters of his CCA (Cheng, 2016). Zervas et al. (2017) tested the impacts of the SE on the hotel industry. The results showed that P2P platform growth depends on innovation technology growth.

Cluster 6 includes the articles by (Ert et al., 2016; Guttentag, 2015; Martin, 2016) that examine trust and reputation's role in the SE. Ert et al. (2016) stated that two main factors influence consumer decision-making: seller attributes and product attributes. They pointed out that trust and reputation are important elements in the SE. Also, Guttentag (2015) introduced the SE as a disruptive innovation BM, and he discussed Airbnb legality. He explained that rented items are illegal due to temporary legislation, and thus trust and reputation are very important. He added that Airbnb's main trust structure is its review quality, which is mainly vigorous for a service provider. Where the opponents have slight previous involvement with one another, reputation mechanisms are vital for online connections, especially for the SE. Martin (2016) also refers to the disruptive BM innovation of the SE. He defined that trust among counterparts (e.g., renting a room) is constructed across online reputation services (e.g., rating systems).

Above all, we can say that the SE is separated into two main clusters, namely the SE nature and consumption nature. The first cluster is divided into three sub-clusters: Airbnb as a frontier of the SE paradigm, the SE's dynamics, and the SE's behavior. The second cluster refers to the consumption nature, which includes three types of sharing behavior: sharing consumption, collaborative consumption, and access-based consumption. The branch of sharing consumption itself is divided into three sub-clusters of the SE as a choice, innovative characteristics of the SE, trust, and reputation.

3.3. Multi-method analogy

Considering the collective strength of MDS and HCA, included clusters and papers suggest various types of understanding. The groups concluded from MDS typically rotate around the characteristics of the SE and discussing the various themes on the SE. Then again, HCA provides a complete understanding by creating six clusters. These clusters try to clarify each orientation wherein the SE can flourish. In Table 7, the groups extracted from the MDS analysis are matched to the HCA clusters. For example, the first group of MDS corresponds to clusters 3 and 4 since the main topic of the articles in both sections was related to consumption practices.

[Insert Table 7 here]

4. Discussion and future direction

We have presented that the SE is experiencing a continuous evolutionary flow, which reflects the important elements in each period in the literature. By examining the literature and clustering using the methods MDS and HCA, we were able to achieve two important exploratory sections for the theoretical development of the foundations of the SE as a scientific field. 15 effective and highly cited articles were identified by CA, which highlight important dimensions and issues in the field of the SE. On the other hand, as the authors stated that the SE interacts with other disciplines – management, marketing, economy, law, sociology, technology – and the interdisciplinary approach has been proposed to solve many scientific problems (Sánchez-Pérez et al., 2021), we used CCA to develop core intellectual structure as main cornerstones of the SE through which we reviewed the characteristics of the SE.

The SE has its antecedents, moderator variable, and consequences, which can be seen in the framework in Figure 7. Some of these elements are mentioned in the literature. Others, due to the newness of this concept, need more research and serious attention. In the resulting parts, we describe the various details of the SE and its interrelationships. Some of these concepts have been extracted from the analyses performed in the present study, and others have been presented as future research directions in the form of questions (see Figure 7 and Table 8 at the end of the discussion.). It is suggested that other researchers do more in-depth and accurate research in the proposed fields.

4.1. Nature and characteristics of the SE

We found that the SE consists of three main parts, namely service providers, service receivers, and platforms (Benoit et al., 2017). Also, the most important nature and characteristics of the SE, which include disruptive innovation, artificial intelligence, SE dynamics, collaborative consumption, challenges, business model, and marketing activities, were identified, which we will discuss following:

Disruptive Innovation

Innovative approaches in the tourism industry (such as Airbnb), the transportation industry (such as Uber), and other corporations might be observed through the lens of the theory of creative destruction (Christensen, 1997; Christensen & Raynor, 2003). Disruptive Innovation Theory describes how companies are shaken by an innovative and disruptive product that does not have traditional preferred features but has alternative benefits (Christensen & Raynor, 2003; Schmidt & Druehl, 2008). This disruptive innovation trend can happen in any economic sector; tourism, transportation, and other industries are no exception. Airbnb, for example, is becoming a major actor in the residential markets. According to the literature review, researchers have described the SE as a disruptive innovation. Guttentag (2015) studied Airbnb's potential to interrupt the traditional accommodation market through the lens of creative demolition theory. Zervas et al. (2017) discovered that Airbnb is now defying the hotel industry. Their estimations propose that hotels in Texas tolerate harm of 0.05% in incomes for any single percent growth in Airbnb bills. Tussyadiah and Pesonen (2016) proposed that the use of P2P housings would disturb not only the housing marketplace but also consumers' travel standards.

Artificial Intelligence

Artificial intelligence (AI) has been used in SE platforms and can help the latter by increasing trust, asset matching (through demand forecasting, searching asset, and fee matching), and understanding contributors' partialities and attitudes (Ying Chen et al., 2021). The growth engine of competitive advantage is innovation, and technological innovations lead to improved efficacy in each industrial part. AI as a catalyst for innovation is one of the most significant innovative solutions (Oto, 2018; Zsarnoczky, 2017). AI has already helped two leading companies— Uber and Airbnb— to remain competitive (Reshetilo, 2018). Despite little information, AI has helped companies in the shared economy gain a competitive advantage (Chen et al., 2021).

SE Dynamics

It is vital to recognize the dynamics of the SE. Three components have been identified by previous studies: market change, market emergence, wanted and unwanted outcomes.

Market change - The old viewpoint of market change includes the changes in market identity as well as the basic explanation of the market (Fligstein & Dauter, 2007). The traditional viewpoint embraces the concept that the goal of markets is to achieve equilibrium. In addition

to equilibrium as a market target, Meyer et al. (2005) reasoned that market change processes include complicated adaptive systems, self-organizing networks, and autocatalytic feedback. The change in the taxi market with the advent of Uber and Lyft is an instance of market change in SE (Mair et al., 2017).

Market emergence - Emerging markets are full of organizations that have not yet proven their interaction patterns. These conditions provide tactical opportunities for incumbents and competitors (Fligstein, 2013). The home-sharing market was created by Airbnb, Kickstarter, and Indiegogo (Mair et al., 2017).

Wanted and unwanted consequences - As Merton (1936) stated, wanted consequences are predictable results; unwanted consequences are results that deviate from the predicted and desired results. For example, the growth of home-sharing markets (Airbnb) in the long run is imposing stress on the housing market in urban zones. Up to the present time, there is not enough consideration of SE dynamics in managerial research.

Challenges

The SE faces some conflicts, as well as privacy and security (Barann et al., 2017), and clients confront obstacles in filing lawsuits in local courts. Trust and security are the keys to success in the SE (Akbari et al., 2020b). Because transactions with unfamiliar persons in P2P markets involve unequal information and economic risks, these businesses use reputation mechanisms to patronize trust through dealers (Resnick & Zeckhauser, 2002). The development mechanism of trust in the SE is somewhat unknown (Cohen & Muñoz, 2016; Hossain, 2020). Trust occurs especially in the SE and mainly in interactions with strangers (Frenken & Schor, 2017; Pouri & Hilty, 2021). Such interactions with unknown parties can be very dangerous and potentially lead to financial and other losses (Luhmann, 2000; Möhlmann, 2021). Therefore, trust is an essential element in the SE.

Identifying the factors that influence trust-building leads to the development of better and safer platforms, helps people to avoid the feeling of false security, and helps to create better business plans. It will lead to improvements in strategic decisions in the SE. Distrust of old institutions has led to trust-based issues in the SE (Lub et al., 2016; Räisänen et al., 2021). Before the industrial era, trust was often established among family members. After the Industrial Revolution, trust between strangers was established through the use of licenses (Hou, 2018). Recent generations also have different values and attitudes, and ownership is more important to them than access (Lub et al., 2016). Therefore, an accurate understanding of the factors affecting trust-building in the SE is essential.

For example, in the hospitality industry, sharing private accommodation involved a great amount of doubt due to the unidentified participants. Perhaps the rooms would not be available as hosts might be living there themselves (Akbar & Tracogna, 2018). Travelers would want to wait for confirmation from hosts, who might invalidate a reservation the day before the guests' arrival (Karlsson et al., 2017). Hosts with multiple listings may reduce host-guest contact (Chen & Xie, 2017). These possibilities may generate concerns for guests; however, SE businesses and on-site service providers can act to ease the uncertainties and worries of their clients (Stollery & Jun, 2017). Furthermore, using items belonging to other people increases worries about cleanliness (Edbring et al., 2016).

Marketing activities

Since marketing permits any connection between any participants in transactions (Eckhardt et al., 2019), this topic is very important to consider in the scope of the SE. Marketing activities refer to a firm's efforts to improve the selling of products or services through advertising, promotion, social media marketing, digital marketing, branding, content marketing, public relationships, etc. These are groups of methods for creating operative communication, exchanging, and delivering suggestions that would lead to adding value to customers. In this stream, Kim and Ko (2012, p.1482) stated that "Marketing is a multifaceted procedure made up of numerous strategies; however, the main purpose of any marketing strategy is to increase sales and profitability". Moreover, in the internet era, activities on social media platforms generate communication among users, which results in word-of-mouth effects (Kim & Ko, 2012). For any business, marketing activities are the pivot element with which other activities are deeply interconnected. However, there is little attempt to consider this scientific area in the scope of the SE (Eckhardt et al., 2019). Activities like planning, branding, formulating strategy, advertising, social media marketing, and market research should be studied as the main core of the business. For example, researchers examined coopetition (cooperation and competition) strategy in the collaborative B2B marketing strategies in the COVID-19 pandemic (Crick & Crick, 2020). Nevertheless, there is a need for comprehending the details of marketing activities in the SE domain. Eckhardt et al. (2019) examined the impacts of the SE on traditional marketing in three main basic aspects: entities, activities, value creation; but there is a narrow study on the main aspects of marketing in the scope of the SE.

Collaborative consumption

Collaborative consumption is a phenomenon that marks the emergence and rapid expansion of a new set of consumption patterns that seem to combine elements of "civic society" and "market". Collaborative consumption has become a "big business model" that has led to growing concerns (Fraanje & Spaargaren, 2018). According to Albinsson and Yasanthi Perera (2012), there are three types of collaborative consumption: renting, lending, and sharing. The prime group of collaborative consumption comprises product-service systems in which consumers have to pay for consumption from a given source. The second category includes redistributive markets that allow the recovery of second-hand goods, such as the massive eBay and Craigslist public markets. The third category of collaborative consumption is a shared lifestyle in which consumers with similar willingness unite to share assets that are less tangible and visible, like time, place, skills, and money. This includes sharing workspaces, homes, cars, gardens, skills, and parking spaces (Agarwal & Steinmetz, 2019).

Business Model

The SE is a disruptive innovation that defies existing BMs (Cohen & Kietzmann, 2014). Research classifies three principal BMs associated with the SE: business-to-consumer (B2C), consumer-to-consumer (C2C), and business-to-business (B2B) models. B2C models are organized such as traditional BMs, in which firms prepare both the right platform for the demand and to produce goods and services for people (Agarwal & Steinmetz, 2019). Business models can consist of diverse platform categories (B2B, B2C, and peer-to-peer (P2P)) related to diverse types of transactions (market, alternative, and hybrid) (Grifoni et al., 2018). The B2C model has been widely discussed in the literature because of its similarity to traditional BMs (Hawlitschek et al., 2016). SE B2C firms apply innovative technologies and are found on online platforms. In the C2C model of the SE, items are shared equally among people (Agarwal & Steinmetz, 2019).

B2B models are often less discussed in the literature, as most definitions focus on private sharing. However, they are receiving increasing attention because companies often decide to

rent semi-finished goods or services as an alternative to purchasing. Kathan et al. (2016) cite four causes why the SE might be recognized as a critical orientation in business; the SE is a growing technology, as most trades offer their services and goods through online platforms and have quick access to customers. Second, there is an increasing change in consumer values, with contributors choosing accessibility rather than property. Third, SE businesses can grow sustainability more than normal businesses. Fourth, sharing could be financially rewarding, as shared access is less than individual ownership costs. According to Belk (2010) and Habibi et al. (2017), the SE can be categorized into three groups: sharing, dual-mode, and pseudo-sharing practice. Research on the BM of the SE has often concentrated on B2C and C2C BMs. Since the SE is investigated as a member of the fastest-growing currents in the trading world, there is a necessity to discover different opportunities for B2B BM in the SE.

4.2. Antecedents

A review of the SE literature shows that factors and variables have an impact on the occurrence of this phenomenon, which is discussed here as antecedents. The antecedents were divided into macro and micro levels. The macro level includes culture and economic conditions, policy and regulations, industry, crowd intelligence, and stakeholders, and the micro level includes motivation and personality. In the following, each of these factors is discussed separately below:

Culture and Economic Condition – A review of the literature on participant behavior indicates that narrow studies are examining the effect of economic conditions and cultural context. Culture includes the behavior and social norms of human societies, knowledge, beliefs, arts, laws, customs, abilities, and habits of individuals in these groups (Chen & Lin, 2020; Tylor, 1871). Differences in incentive, attitude, and faithfulness to the SE can be assessed based on the social history of participants and national origins (Agarwal & Steinmetz, 2019). Accordingly, many researchers consider social norms as a very effective factor in people's attitudes (Kim et al., 2021; Akbari et al., 2020d; Bae et al., 2017; Fishbein & Ajzen, 1977). In this way, social norms affect people's attitudes, and people's attitudes affect their intention to participate (Boateng et al., 2019). For example, when a phenomenon (SE) is positively endorsed and valued by others, people will have a positive attitude towards it. In the SE, the impact of social norms on attitude is particularly evident because its platforms are community-based (Kong et al., 2020; Mao & Lyu, 2017).

Researchers explain the relationships between social norms, individuals' attitudes, and the intention to participate, using the various theories presented below. First, there is the Theory of Reasoned Action, in which intentions are determined by attitudes, and social norms (Fishbein & Ajzen, 1977; Teeny et al., 2021). Second, there is the Theory of Planned Behavior, which is based on the Theory of Reasoned Action (Ajzen, 1991; Tajvidi & Karami, 2021). This theory can be considered one of the most valid theories to explain the intentions and behavior of consumers in the SE (Grilli et al., 2021; Chen & Tung, 2014; Zhu et al., 2017). The Theory of Planned Behavior assumes that predictors of intent include subjective norms, attitudes toward behavior, and control of perceived behavior (Gao et al., 2016; Garay et al., 2019; TM et al., 2021). The third is the Technology Acceptance Model. The Technology Acceptance Model is based on the Theory of Reasoned Action and Theory of Planned Behavior and includes both structures (Davis, 1989). The perceived utility is the degree to which a person believes that using a particular system may improve their performance. Perceived facilities are also the degree to which one believes that using an information system is easy (Davis, 1989; Lu et al., 2019). Fourth, some authors find the Social Exchange Theory (Homans, 1974; Yan et al., 2021) useful for predicting the intention to participate in the SE (Wang et al., 2019). According to this

theory, consumers participate in the SE because they can benefit from economic resources (such as products and services) and social resources (such as friendship) (Kim et al., 2015; Shiau & Luo, 2012).

Therefore, it is interesting to study the effect of culture, social norms, and consequently the attitudes of individuals, as well as the effect of economic or educational conditions on the willingness to participate in the sharing system. Most studies focus on the North American area and platforms, for instance, Airbnb and Uber (Agarwal & Steinmetz, 2019). Next, study discoveries are needed to recognize the contributors and platforms of other countries involved in the SE around the world.

Crowd Intelligence – Surowiecki (2004) proposed the theory of collective wisdom, which states that problems are understood and solved more effectively by the population than by individuals acting alone. The population has the knowledge and ability to coordinate and collaborate relatively with individuals because the population consists of people with different backgrounds and ideas. Collective wisdom is the result of a grouping of ideas and knowledge. The SE can be achieved among a few people or within a population (Li et al., 2017; Saglietto, 2020). With the rapid development of the SE, population intelligence has not only become a new approach to solving scientific challenges but has also influenced a variety of practical scenarios in everyday life (Li et al., 2017; Zaffiro & Mourgis, 2018).

Motivations – The guidance to the achievement of the SE is motivation and includes internal and external motivations (Acquier et al., 2017; Möhlmann, 2015). Participants' motivations in sharing economics are varied (Davidson et al., 2018), including comfort, flexibility, and economic benefits (Guttentag & Smith, 2017; Tussyadiah, 2016a). Profit motivation, hedonistic incentive, and perceived trust also have an encouraging impact on users' willingness to participate in the SE (Amirkiaee & Evangelopoulos, 2018). Barnes and Mattsson (2016) consider economic, ecological, political, social, and technical elements as the core factors in creating the SE.

Making money, enjoying life, helping others, and helping sustainability are the motivations of service providers (Mao & Lyu, 2017; Wilhelms et al., 2017). Researchers have argued that monetary motivation is not always the main factor in joining in the SE (Bucher et al., 2016; Guttentag & Smith, 2017); however, pleasure, social belonging, and perceived utilities are popular drivers for renting accommodation (Barnes & Mattsson, 2016). Also, people profit simply to share their properties with people who are willing to purchase their services (Benoit et al., 2017). Motivations vary from one type to another because the businesses of the SE are very diverse.

Stakeholders – The SE mainly includes three types of actors: platforms, service providers, and service receivers (Benoit et al., 2017). A review of the present study shows that there is no agreement on a single definition for the SE. Also, the research is more concentrated on the features associated with the provider and the consumer of goods and services. The inclusion of other stakeholders, such as governments, politicians, municipalities, and non-governmental organizations, facilitates understanding the SE concept from different perspectives (Agarwal & Steinmetz, 2019).

Policy and Regulations – The government needs to support the sensible interests and innovation of the initiatives, particularly at the startup stage (Reddick et al., 2020) because the SE does not fit into regulatory standards. For example, car rental lacks directions on taxation, insurance,

product liability, and employment. Regulatory conflicts, for example, customer safety and confidentiality, are also emerging (Berke, 2016; Katz, 2015). Investigation into this facet of the SE (Berke, 2016) and regulatory problems of temporary rental platforms and transport grid firms (Katz, 2015) is comparatively novel. Lack of legacy can lead to the lobbying of the traditional market against SE actors (Narasimhan et al., 2018). In an examination of product liability in SE businesses, Berke (2016) examined whether these firms would be planned through the severe principles of product liability, which are recognized as normal businesses. He stated that severe product liability and regulation are not essential because the SE has a self-regulatory aspect that decreases risk and severe regulations can hamper start-up innovation.

Katz (2015) stated that regulations should be tiered, intermediary capabilities of software platforms, and third-party involvement should be limited. She highlighted the presence of concepts such as Big Data, reputation systems, and promoting competition. Malhotra and Van Alstyne (2014) also emphasized the risk connected with not having a regulatory structure, particularly concerning conflicts over rental housing and private subscribers who do not have a purchase medal. Numerous research studies have been done to present rules for SE businesses, but academics have not yet been able to provide a clear regulatory framework. Investigations have responded only after incidents occurred, rather than providing prior legal frameworks. Since the SE is a novel phenomenon, the question is whether conventional regulatory frameworks are appropriate as an initial step for overcoming the challenges of the SE or whether it requires a whole new set of rules and regulations. This field of research needs more in-depth scientific exploration.

Industry – Currently, the SE has often been seen in the hospitality (e.g., Airbnb and Couchsurfing) (Akbar & Tracogna, 2018; Belk, 2014b; Guttentag & Smith, 2017), transportation industries (e.g., Uber) (Akbar & Tracogna, 2018; Akbari et al., 2020d; 2020b; Bellos et al., 2017; Gibbs et al., 2018), retail (e.g., eBay) (Pisani, 2021; Zhang et al., 2021), music (e.g., Spotify) (Raposo & Terra, 2021) and freelance handy work sector (e.g., TaskRabbit) (Knight, 2021; Ma et al., 2021). Due to the essence of the products and services in these industries and their capability to be shared, products such as FMCGs or consulting services do not seem to be included in the SE. In the coming years, the SE, along with the advancement of technology, will also have major effects on the energy industry, the telecommunications industry, and the healthcare industry (Zaffiro & Mourgis, 2018), therefore, the industry is the factor that affects the SE phenomenon.

Personality – An important antecedent is the personality of the potential sharing user. Personality is the set of traits which is considered as a relatively stable pattern of individual differences in thoughts, emotions, and behaviors (Fair, 2018). There is an infinite number of individual differences that shape individuals' personalities (Goldberg, 1990; Lukaszewski et al., 2020; Teeny et al., 2021). Cattell (1947) identified at least a dozen reproducible features, which many researchers later reduced to five factors known as the Big Five (Feher & Vernon, 2021; Thielmann et al., 2020; Tupes & Christal, 1992).

These five factors are: (1) extraversion, (2) agreeableness, (3) conscientiousness, (4) openness, and (5) neuroticism. Researchers (Moreo et al., 2020; Rashid et al., 2020; Tupes & Christal, 1992) claim that these five factors, whether combined or individually, explain almost all personality differences. Extraversion is considered with characteristics such as sociality, irritability, high self-confidence, and high activity. Agreeableness also includes characteristics such as altruism, cooperation, high agreement with others, and sociable behaviors (Barrick & Mount, 1991; Olivier & Herve, 2015). Conscientiousness includes proper performance in

controlling impulses, goal-oriented behaviors, order, and responsibility. Openness includes features such as imagination, adventure, and gaining new experiences. Neuroticism refers to a loss of adaptation to the environment and emotional instability (Costa and McCrae, 2008). Various studies have been conducted on the effect of personality with the five key characteristics on participation (Acar & Toker, 2019; Pezenka et al., 2017; Poon & Huang, 2017; Roy, 2016). Therefore, this variable is an effective factor in participation in the SE concept.

Moderator variable

Mixed-reality

According to the definition which explains the SE as an internet-based platform (Akhmedova et al., 2020), technologies can enhance the accessibility and flexibility of the SE, boost the information distribution in the system, augment the productivity of business activities, develop the business models (Saglietto, 2020) and decrease the information asymmetry (Chiang, 2020). In the new era, digital technologies are embedded in people's daily lives. Internet-based devices or mobile technologies can impact industries, especially those related to the SE due to the improved hyper-mobility of individuals, places, and spaces (van Nuenen & Scarles, 2021) or changes in actors' behavior (Thi et al., 2021). A range of virtual reality (VR) to augmented reality (AR) technologies make the emergence of mixed-reality possibilities which enrich consumer experiences in socio-technological opportunities (van Nuenen & Scarles, 2021). Collaborative consumption is the prominent feature of the SE (Hamad et al., 2021), which can be affected by mixed reality much because these technologies permit the connections of SE actors directly (Narasimhan et al., 2018) and deeply. From the perspective of customers, the SE is a technology-based experience in which they have to seek or collect required information or share and access the assets. Thus, these technologies are becoming the critical foundation for the SE, which requires more investigation to examine how they can affect the SE. Although Carrigan et al. (2020) investigated technology-mediated connections between SE users, or van Nuenen and Scarles (2021) examined the digital technology (VR, AR and AI) effects in tourism, previous research studies were unsuccessful in studying sufficiently the effects of technology-mediated tools on the SE sector's interactions (Carrigan et al., 2020).

4.3. Consequences

Value co-creation

Value co-creation occurs through connections between individuals who are sharing their experiences of consumption (Malone et al., 2018). So co-creation refers to the process which includes a variety of effective individuals' partnerships that encourages others to engage in the value interchange (Perera et al., 2020). In other words, value co-creation, which demonstrates two behaviors – customer participation behavior and customer citizenship behavior – is a proceeding in which all actors perform together to create a superior experience for consumers (Jin & Chen, 2021). Since consumers' participation is necessary for progress in the SE (Nadem et al., 2021), it can be said that one of the SE's outcomes is value co-creation due to participation behavior. Some studies worked on the value co-creation process and its determinants (Akhmedova et al., 2020; Hamenda, 2018), and others investigated the consequences of this process, such as loyalty, satisfaction, etc. (Jin & Chen, 2021; Thaichon et al., 2020). But still, technology and innovation management literature suffer from a lack of attention in this scope

(Nájera-Sánchez et al., 2020). Nájera-Sánchez et al. (2020) in their work suggest that value co-creation in the field of the SE has great potential to be considered as a vital element.

Sustainability

Academics have mainly made the connection between the concepts of the SE and sustainability to sustainable consumption and investment in low-consumption assets. The most popular segments that apply the idle volume of goods and services are the transport and accommodation sectors. In the transportation sector, car providers can create a high impact. In this section, users can motivate providers among financial or non-financial motives (Cohen & Kietzmann, 2014). How to support and strengthen sustainability was studied by researchers (Bachnik, 2016; Dąbrowska & Gutkowska, 2015). Dąbrowska and Gutkowska (2015) stated that users' tendency to assist sustainable and shared consumption is contingent on socio-demographic variables and their consciousness of collaborative consumption. Seegebarth et al. (2016) claimed that the effect of collaborative consumption on sustainability will increase when it is worked through an anti-consumption routine that hinders individuals from using the currency kept by taking part in collaborative consumption aimed at further damaging actions.

Researches (Campisi et al., 2020; Nansubuga & Kowalkowski, 2021; Paundra et al., 2017) has shown that there is a relationship between the SE and sustainability due to the concentration on the use of low-consumption assets. This relationship needs further consideration since other scientists believe that sharing goods and services does not result in sustainability. For instance, using a car-sharing service eliminates the need for the user to own a car. However, the car owner still has a negative influence on the environment, which is still a challenge in terms of sustainability. Researchers (Bachnik, 2016; Barann et al., 2017; Cohen & Kietzmann, 2014) argue that shared methods lead to sustainability instead of ownership. Albinsson and Yasanthi Perera (2012) also believe that the SE with economic, environmental, and social influence is a substitute for high-consumption and unstable practices.

In the academic literature, less support is given to activities such as raising alertness and training people about sustainability. Previous studies (Agarwal & Steinmetz, 2019; Akande et al., 2020; Barann et al., 2017; Daunorienė et al., 2015) show that the SE and collaborative consumption are imperative and have a great latent force if protected and helped in the right way (for example, by local governments). To take advantage of this potential, people in the community require to be trained and notified about the SE. Also, to achieve sustainability, people must share the properties they have and generally consume a reduced amount of resources. Hence, the dimensions of sustainability require careful and in-depth research. The economic, environmental, and social impressions of the SE are as follows:

Economic impact – The SE has mutually helpful and harmful influences. For instance, the rapid spread of Airbnb in different cities which has reduced the return on investment in hotels could be considered as a negative effect (Aznar et al., 2017; Varma et al., 2016; Zervas et al., 2017). However, it has many positive effects as it leads to increased GDP (Harvey et al., 2017) and reduced costs (Barnes & Mattsson, 2016; Hüttel et al., 2018), boosts entrepreneurship, career-making, and economic development (Mauri et al., 2018; Richardson, 2015). Furthermore, it is an efficient tool for using low-consumption resources (Benoit et al., 2017) and generating new sources of revenue (Matzler et al., 2015).

Environmental impact – In the literature, sustainability has received little attention due to the SE (Martin et al., 2015). Paundra et al. (2017) believe that this is the way that consumers access sustainable goods and services. This gives more disposal to high-quality goods, suggesting

environmental assurance (Eckhardt & Bardhi, 2016). On the other hand, Tussyadiah and Pesonen (2016) claim that growth in travel because of cheaper accommodation and transportation can harm the environment and exploit resources. Despite all these, SE businesses with sustainable BMs have an important function in sustainable development (Parguel et al., 2017; Piscicelli et al., 2018). Indeed, sustainability has a helpful effect on individuals' attitudes in the direction of accepting the SE (Joo, 2017; Tussyadiah, 2016a).

Social impact – The SE generates a tendency to create social relations between local communities (Tussyadiah & Pesonen, 2016). Some researchers assert that social incentives have a limited effect on the SE (Hüttel et al., 2018) since other academics suppose social value as a central motivation for persons to participate in the SE (Benoit et al., 2017; Joo, 2017). The SE instinctively results in using fewer assets and fewer detrimental effects on society (Ala-Mantila et al., 2016). For example, car-sharing reduces the harmful effects on cities by decreasing noise and crowding (Barann et al., 2017). Sustainability is a straight outcome of the SE (Barnes & Mattsson, 2016; Wilhelms et al., 2017), but it similarly strengthens unsustainable economic activity (Martin, 2016). Access to shared services and goods may lead to the extra uses of these goods and services (Habibi et al., 2017). Therefore, minor price bids are likely to lead to higher consumption (Murillo et al., 2017; Tussyadiah & Pesonen, 2016).

Rebound effects

Rebound effect in the SE is defined as stimulating excess consumption (Cheng et al., 2020) which can be divided into three different economic responses to technological change (Greening et al., 2000; Sorrell & Dimitropoulos, 2008). First is the direct rebound effect (increased consumption of goods is due to lower consumption costs). Second is the indirect rebound effect (lower cost of some goods and services leads to more consumption of other goods and services). In this way, by reducing the price of goods and services that are shared, people are more inclined to use them, and therefore the consumption of those goods and services increases (direct effect). On the other hand, people use other goods and services for some of the costs that are saved by reducing prices (indirect effect) (Demailly & Novel, 2014; Skjelvik et al., 2017). It often seems that the consequences of the SE are positive for the environment, helping to reduce greenhouse gas emissions and reduce the use of scarce resources. It can reduce global car production and thus reduce CO₂ and other emissions. But because of the above, the 'rebound effects' of the SE must be considered. Wide economic impact is the third economic response, which involves reducing the cost of services leading to lower prices for other goods, new production facilities, and increased economic growth.

While energy consumption may be reduced locally after improving energy efficiency, the rebound effects lead to a loss of initial savings and does not lead to a reduction in national energy consumption (Chitnis et al., 2014; Herring, 2013). For example, some households will have cheaper and easier access to cars and therefore use more vehicles, resulting in increased pollution. In addition, families who save by not having a personal car (Skjelvik et al., 2017), or consumers who save only by sharing food (Makov et al., 2020), may use the money they have saved to travel abroad by plane and help increase CO₂ emissions (Meshulam et al., 2021; Skjelvik et al., 2017). A better understanding of the net environmental effects of the SE, which includes the rebound effects, is much needed because data-based research examining the rebound effects of the SE is surprisingly scarce (Henry et al., 2021).

[Insert Figure 7 here]

[Insert Table 8 here]

5. Implications

This study has implications for sharing economy stakeholders, e.g., sharing organizations/platforms, but also state or city governments. The implication of the present study on sharing organizations/platforms is that the designers and managers of sharing platforms should reduce the complexity of the user interface, ease of use of platforms, and the use of comprehensive access control mechanisms on shared content to reduce user challenges such as security, managing access to shared content, more privacy concerns, trust in services. Also, to increase the use of the company's platforms and consequently to achieve high income, sharing organizations should provide various incentives to users (for example, the use of discount codes), design a reliable and trustworthy platform with an easy user interface, make the best use of artificial intelligence technology, and use different and attractive marketing methods.

Another implication of the present study is the effect of the SE on city governments. City governments must focus on their policy and regulations to achieve sustainability and positive social, economic, and environmental consequences. By providing incentives and facilitating policies, city governments can pave the way for other companies to enter the SE market. With the entry of others and increased competition between them, the quality of the shared goods and services will improve. This factor leads to customer satisfaction and the motivation of service providers and receivers will gradually increase.

The SE can be employed by product managers of manufacturing companies to share resources between industrial units that have unused resources and production systems that need them. One of the challenges that managers face in the business world is limited resources and how to use them better. Managers have recently turned their attention to the concept of the SE as it leads to better use of resources through sharing and ultimately improved productivity. Product managers have resources such as labor, capital, land, materials, energy, machinery, and equipment to produce products. The occurrence of some economic problems at the micro and macro levels leads to the reduction or inactivation of production capacities in production systems and the loss of resources. The negative consequences of unused capacities and resources of manufacturing companies at the company level reduce profitability. Also at the national level, the unused capacities of manufacturing companies cause the national capital is not used properly and the productivity of industries, in general, is reduced. Also, several industrial investors and production managers always intend to create an industrial unit or increase production capacity and need liquidity and financial resources to provide or develop their resources.

The results of this study can influence traditional businesses. For instance, sharing organizations are a threat to traditional businesses, traditional sellers, and renters of goods and services. For this reason, traditional business managers, in addition to monitoring their industry market, need to be aware of industry changes and the emergence of new sharing organizations, so that they can develop appropriate strategies to maintain their current position and gain a competitive advantage. Sharing may reduce aggregate demand for products. Instead of each potential consumer owning a product, sharing a product enables them to serve multiple consumers. Many resources and assets are underused, and on the other hand, the existence of smartphone technology and social media provide the communication infrastructure for the emergence of joint ventures. A new company can emerge with minimal investment in people,

assets, or technology. Gradually, the SE may turn from a threat to traditional providers into an opportunity to increase revenue.

Our model can influence the relationship between society and industry and the SE requires a combination of social and industrial policies such as a grouping of information, infrastructure, information technology, logistics, assets, and business, etc. In addition, the governments must support this relationship. The SE identifies that private or public organizations provide the environment to use each other's work to support a shared culture and capacity. How governments, industry, and society come together around this system will have a significant impact on improving living standards and opportunities for the poor and vulnerable.

SE service providers, despite having financial incentives, contribute significantly to sustainability. Because most SE initiatives are platform-based, service recipients can easily access these services in any geographic location. Service providers can also work with minimal fixed assets. SE activities have so far often only existed in developed countries and large cities. Nevertheless, developing countries seek to use these services to overcome their problems and often use the SE in public transportation. Therefore, these countries need to formulate the necessary policies to use these services.

Providers of SE services often claim that they make a huge contribution to sustainability, i.e., in economic, social, and environmental terms (Fremstad, 2017). Due to the lower cost of SE services, more consumers are attracted to these services, which leads to the strengthening of local businesses (Tussyadiah & Pesonen, 2016). However, in the pursuit of profit, many providers of SE services gradually ignore social goals. Another consequence of the SE is that other companies, including hoteliers, involve car manufacturers in reorganizing BMs, relationships with partners, and in the face of changes in their environment, importing organizations to rethink their policies and strategies.

6. Conclusion

The present study has employed a bibliometric review to have a better understanding of the SE domain. In the first step, WoS was chosen as a database because of its popularity and reliability. By searching the keywords of "SE", "collaborative economy" and "collaborative consumption", 1,042 records were found on October 24th, 2020. The process of filtering had three steps, which included 1) *Document Types*: proceeding papers (220), early access (50), editorial materials (48), reviews (31), book reviews (28), meeting abstracts (4), book chapters (3), corrections (3), data paper (1), and letter (1), 2) *languages*: English (659), 3) and finally in the filtering of source title: 2-, 3-, and 4-star ranking articles published in the quality journals prepared by June 24th, 2020 in the ABS (Association of Business Schools Academic Journal Quality) 166 articles have been extracted. A CA was performed to present the intellectual construction of the SE and identify the knowledge of the science domain. Additionally, CCA was used to find subdivisions of the research domain. The 30 most cited documents were elected, and a co-citation matrix (Multidimensional Scaling) was designated by applying the Bibexcel software and IBM SPSS v26. In the MDS analysis, the full citations have been applied as an index of closeness among highly-cited publications.

HCA was applied by using Ward's method of IBM SPSS v26 to raise the correctness of the study, and most cited journals were mapped via VOSviewer software. Through CCA, six different groups with MDS and six clusters with HCA were identified. The groups created by MDS were named as 1) consumption practices, 2) innovation in the hotel and tourism industry

Airbnb, the pioneer of the SE, 3) the SE as a sustainable model of consumption, 4) sharing motivations, 5) SE dynamics and 6) alternative marketplaces. Also, the clusters entitled in the HCA were: 1) Airbnb as a frontier of the SE paradigm, 2) SE dynamics, 3) consumer sharing behavior, 4) the SE as a choice, 5) innovative characteristics of the SE, 6) trust and reputation. After identifying the groups and clusters, the framework was extracted through the main elements of HCA and MDS results, which have four main parts: the nature of the SE, the context in which it occurs, the antecedents (Includes macro and micro levels), and the consequences. The phenomenon of the SE with its natures such as disruptive innovation, artificial intelligence, business models, SE dynamics, challenges, marketing activities, and collaborative consumption, in the context of information technology, culture, policy and regulations, and the relevant industry substrate occur. The antecedents and consequences of the phenomenon of the SE are also very important. The antecedents were divided into macro and micro levels. The macro-level includes culture and economic conditions, policy and regulations, industry, crowd intelligence, and stakeholders, and the micro-level includes motivation and personality. The consequences include value co-creation, sustainability, and rebound effects.

7. Limitations

Similar to other studies, current research could not avoid having limitations. In association with keywords, applying another relevant keyword could lead to repossessing a diverse quantity of documents. Consequently, the outcomes would be changed because the MDS outcomes are very much related to the most cited documents in a sample, and hence, each alteration in the sample might affect the results. Besides, the current study employed only one database (WoS), so looking for other databases like Scopus, and comparing their results is recommended for future studies. In addition, while MDS and HCA are mostly used for bibliometric evaluations of science, another form of bibliometric assessment would help to manifest other forms of the social network. Therefore, we suggest using another method, such as EFA, to examine future research domains. Moreover, to reach a pervasive comprehension of the scientific research area, diverse visualization software such as Pajek could be applied.

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Table 1. List of extracted journals and ABS rank and Harzing

Journals	Total studies (TS)	ABS rank
Tourism Management	6	4
Journal of Travel Research	3	4
Journal of Consumer Research	2	4
Annals of Tourism Research	2	4
European Journal of Operational Research	2	4
Journal of Management Information Systems	2	4
Management Science	2	4
Strategic Management Journal	2	4
Technological Forecasting and Social Change	21	3
International Journal of Hospitality Management	11	3
International Journal of Contemporary Hospitality Management	10	3
International Journal of Production Economics	10	3

Journal of Business Research	9	3
Journal of Business Ethics	8	3
Journal of Sustainable Tourism	4	3
Sociological Review	4	3
California Management Review	3	3
Ecological Economics	3	3
International Journal of Production Research	3	3
Industrial Marketing Management	2	3
Academy of Management Perspectives	1	3
Electronic Commerce Research and Applications	10	2
Current Issues in Tourism	8	2
MIS Quarterly Executive	7	2
Journal of Retailing and Consumer Services	5	2
International Journal of Information Management	3	2
Journal of Marketing Theory and Practice	3	2
Journal of Service Management	3	2
Tourism Economics	3	2
Computers in Human Behavior	1	2
Business Horizons	2	2
Journal of Computer Information Systems	2	2
Journal of Knowledge Management	2	2
Management Decision	2	2
Transportation	2	2
Journal of Services Marketing	3	2
Total		166 records

Table 2. Summary of bibliometric analysis

Methods	Description	Pros	Cons	Examples
CA	Evaluate the impact of documents, authors or journals through citation rates.	Quickly find significant publications in the field.	Because new publications had less time to be cited, the number of citations as a measure of influence is biased compared to old publications.	Akbari (2020c); Di Guardo & Harrigan (2012); Dzikowski (2018); Ertz & Leblanc-Proulx (2018); Fetscherin & Heinrich (2015); Rey-Martí et al. (2016)
CCA	Documents, authors, or	This is the most reliable and widely	Co-citation is made on cited papers	Gurzki & Woisetschläger

	journals are linked together based on joint appearances in reference lists.	used method of bibliometrics. The connection of documents, authors, journals with citations of sources is reliable. Subsequently, the citation is a measure of impact; it offers a way to filter the most significant works.	therefore it is not appropriate for mapping study fronts. Citations take a period to accumulate, thus new documents cannot be linked directly but only over knowledge base groups. Many citations are required to map papers therefore it is impossible to map papers, which are not cited much.	(2017); Kumar et al. (2019); Lara-rodríguez et al. (2019); van Oorschot et al. (2018)
MDS	To generate a map from the closeness matrices, aimed at the study of the primary structure.	Identifying the study groups within the analysis.	No firm rule for result interpretation. Limited to the small data set.	Di Guardo & Harrigan (2012); Foroudi et al. (2020); Marcussen (2014); Pilkington & Meredith (2009); Shiau & Dwivedi (2013)
HCA	To find the sub-groups in the set of data.	It offers the generalization which underlies the result. It is an agglomerative method.	No firm rule for result interpretation.	Choi & Seo (2021); Foroudi et al. (2020); Hepsen & Vatansever (2012); Zha et al. (2021)

Table 3. Countries based on the rate of citation from the highest to the lowest citation in the sharing economy

Country	Documents	Citations
England	30	1362
USA	51	1044
Canada	13	1008
Peoples R China	36	673
Spain	14	392
Israel	2	386
Austria	8	271
France	8	260
Italy	9	250

Germany	15	249
Denmark	6	233
Sweden	9	154
Australia	18	135
New Zealand	4	95
South Korea	6	83
Norway	3	83
Singapore	2	79
Switzerland	1	77
India	2	73
Estonia	1	69
Finland	4	50
South Africa	2	45
Hungary	1	44
Romania	1	30
Taiwan	4	28
Belgium	3	25
Iran	1	14
Colombia	1	12
Chile	2	11
Portugal	2	11
Jamaica	1	11
Wales	2	9
Ghana	1	7
Brazil	1	4
Lebanon	1	3
Netherlands	2	2
United Arab Emirates	1	1

Table 4. The most cited documents in the sharing economy

Row	Documents	Source Title	Motivations	Theories	Methodology	Total citations
1	Belk (2014)	Journal of Business Research	In this article, sharing and collaborative consumption are compared and the findings show that the popularity of both is increasing today.	Conceptualization of sharing as a theoretical construct	Conceptual study based on the analysis of scientific research	860
2	Bardhi et al. (2012)	Journal of Consumer Research	Investigating the nature of access and consumer-object, consumer-consumer, and consumer-marketer relations.	Consumer behavior theory	Interpretive study and a grounded-theory approach	695
3	Belk (2010)	Journal of Consumer Research	Examines the nature of consumer sharing and considers the difference between exchanging goods and gifts.	Consumer theory	Literature review	662

4	Ert et al. (2016)	Tourism Management	This research seeks to examine the role of trust and reputation in Airbnb by providing a conceptual framework	Visual-based trust	Experimental analysis of Airbnb's data	383
5	Martin (2016)	Ecological Economics	Drawing on sustainability transitions and framing theory, the author presents an empirical Analysis of a sample of SE discourse.	Sustainability transition Theory	Exploratory methods of online ethnography	377
6	Acquier et al. (2017)	Technological Forecasting and Social Change	In this research, the nature of the SE and its three basic cores have been studied: (1) Access economy, (2) Platform economy, (3) community-based economy	SE as a theoretical concept in social science	Provide a literature-based framework	140
7	Wang & Nicolau (2017)	International Journal of Hospitality Management	The purpose of this study is to identify the determinants of the price of the SE based on accommodation offers in the digital market (Airbnb).	Theories based on the conventional hotel industry	Ordinary least squares (OLS) analysis and quantile regression (QR) analysis	140
8	Benoit et al. (2017)	Journal of Business Research	Provide a Triple Framework for collaborative consumption: motives, activities, and actors' resources and capabilities	Capabilities approach	Provide a literature-based framework	109
9	Barnes & Mattsson (2016)	Technological Forecasting and Social Change	This study identifies the main drivers, inhibitors, and forthcoming changes in collaborative consumption over the following 10 years. One of the key results was sustainability was considered of slight rank.	Collaborative consumption behavior	Delphi study	101
10	Kathan et al. (2016)	Business Horizons	Two issues are the main motivation for the development of this article: 1- Whether SE is only another passing trend in consumption or whether we are facing a real change in how goods are retrieved, dispersed, and used. 2- How current business models are affected by the SE.	Business model adaption	Provide a literature-based framework	94
11	Bucher et al. (2016)	Computers in Human Behavior	Investigate the different motivations for sharing and their role in shaping attitudes towards property sharing.	Theory of planned behavior	Using scale development and combining qualitative exploration	93

					with two quantitative surveys (explorative and confirmatory)	
12	Martin et al. (2015)	Ecological Economics	This research has developed a conceptual model of the dynamics of grassroots organizations in socio-technical niches; a Case study of Freegle as a grassroots organization in the field of SE.	Theory of social and disruptive innovation	Mixed-methods approach: - Semi-structured interviews - Documentary analysis; - Quantitative analysis	91
13	Mair et al. (2017)	Technological Forecasting and Social Change	Discussion on capturing the dynamics of the SE: how markets for sharing resources develop and change, the planned and unplanned consequences of resource sharing.	Institutional theory	Literature review	86
14	Murillo et al. (2017)	Technological Forecasting and Social Change	This paper provides a framework for SE researchers who want to expand and deepen their understanding of the social effects of SE.	Social theory	Provide a literature-based framework	84
15	Muñoz & Cohen (2017)	Technological Forecasting and Social Change	The present study seeks to evaluate the business models of 36 companies in SE. Emerging problems and paradoxes and the consequences of this type of business model for startups, investors, and policymakers are examined in this article.	Business model literature	Fuzzy-set qualitative Comparative analysis	83

Table 5. Most cited journals in sharing economy

Source	TS	Total Citations (TC)
Journal of Business Research	9	1145
Technological Forecasting and Social Change	21	798
Tourism Management	6	511
Ecological Economics	3	465
International Journal of Hospitality Management	11	408
International Journal of Contemporary Hospitality Management	10	291
Business Horizons	2	160
International Journal of Production Economics	10	112
Management Science	2	112
Journal of Management Information Systems	2	83
Journal of Services Marketing	3	73
MIS Quarterly Executive	7	70

Industrial Marketing Management	2	66
California Management Review	3	65
Journal of Travel Research	3	48

Table 6. Publications and topics of each group extracted from the distance matrix

Groups	Publications
Group 1	V3, V4, V5, V8, V19, V25
Group 2	V11, V14, V28, V30
Group 3	V9, V23
Group 4	V7, V17
Group 5	V20, V21
Group 6	V2, V16

Table 7. Matching MDS groups with HCA clusters

MDS Group	Topics	HCA Clusters
Group 1	Consumption practices in the sharing economy	Cluster 3 & 4
Group 2	Innovation in the hotel and tourism industry (Airbnb, the pioneer of the sharing economy)	Cluster 1 & 6
Group 3	Sharing economy as a sustainable model of consumption	-
Group 4	Sharing motivations	Cluster 4
Group 5	Sharing economy dynamics	Cluster 2
Group 6	Sharing economy as an alternative marketplace	Cluster 1

Table 8. Future research directions

Themes	Research questions	References
Further research on the nature and characteristics of SE:		
<i>Artificial Intelligence</i>	1. What are the challenges of traditional marketing with the development of SE and AI?	Chen et al. (2021)
	2. To what extent will AI increase or decrease customers' trust in SE platforms?	
	3. What has been the customer experience of using AI in SE platforms?	
<i>SE Dynamics</i>	4. How do SE businesses reply to institutional difficulty?	Mair et al. (2017)
	5. Will the old companies remain in the market despite the SE firms?	
	6. What strategies do older companies need to implement in front of SE firms to continue to be successful and have a market share?	
	7. Are SE firms, serious competitors for older companies?	
	8. What opportunities do share economy firms create for competitors as they emerge?	

	9. What opportunities do share economy firms create for their employees with their emergence?	
	10. Is there a way to reduce the unintended consequences of the SE for older companies?	
Challenges	11. What policies have SE firms adopted to increase customer security?	Chen et al. (2021); Hamad et al. (2021); Möhlmann (2021)
	12. How do SE firms ensure customer safety?	
	13. If, for the first time, the security of these services is compromised, how can SE firms regain lost trust?	
	14. On what basis will the recipients of these services trust these companies and use their services?	
	15. If for the first time the security of these services is questioned, what policies will SE firms be held accountable to the customer?	
Business Model	16. What are the types of business models of SE firms?	Agarwal & Steinmetz (2019); Curtis (2021); Curtis & Mont (2020)
	17. What are the components of the SE business model canvas?	
	18. What is the business model of large SE companies?	
Marketing Activities	19. What strategies would be formulated for performing SE as a business?	Kozlenkova et al. (2021); Marc (2020); Polanco-diges & Debasia (2020)
	20. How the strategies would be implemented?	
	21. What types of advertising are convenient for SE?	
	22. What types of activities must be done as branding of SE business?	
	23. What should be done as social media marketing as a tool for a business in the SE field?	
Further research on SE Antecedents:		
Culture and Economic Condition	1. In addition to surveying large companies such as Airbnb and Uber, which companies operate in the field of SE?	Agarwal & Steinmetz (2019)
	2. What platforms are there in other countries involved in SE around the world?	
	3. How is the culture of countries or cities effective in using SE?	
	4. How are the economic conditions of countries or cities effective in using SE?	
	5. How does the educational background affect the desire to participate in SE?	
Policy and Regulations	1. What regulatory and regulatory frameworks do SE firms have?	Arcila (2021); Koopman al. (2014); Smichowski(2016)
	2. Are conventional regulatory frameworks appropriate as a starting point for overcoming the challenges of the SE, or is a new set of rules and regulations needed?	

Industry	<ol style="list-style-type: none"> 1. In what other industries can the SE often be implemented other than the industries mentioned, such as hospitality and transportation? 2. Is the SE in the food and pharmaceutical industries, etc., feasible? 	Akbar & Tracogna (2018); Fang et al. (2016)
Stakeholders	<ol style="list-style-type: none"> 1. What kind of policies can governments take to prevent SE? 2. What are the policies of governments to facilitate the use of SE? 3. What policies do governments use to encourage SE service providers? 4. What is the role of municipalities, NGOs, politicians in using SE? 5. What platform do governments provide for providers and receivers of SE services? 6. What are the incentives for governments to encourage users to take advantage of SE services? 	Agarwal & Steinmetz (2019); Dreyer et al. (2017); Oliver & Statler (2018)
Further research on the moderator variable affecting SE		
Mixed-Reality	<ol style="list-style-type: none"> 1. How do technology-mediated tools effects SE's actors' connections? 2. What are the impacts of mixed-reality on SE? 3. Which dimension of SE is more affected by mixed-reality? 	Carrigan et al. (2020); van Nuenen & Scarles (2021)
Further research on SE Consequences		
Value Co-creation	<ol style="list-style-type: none"> 1. How SE can affect value co-creation as a new trend? 	Nájera-Sánchez et al. (2020)
Sustainability	<ol style="list-style-type: none"> 2. Are people aware of the effects and consequences of SE? 3. What supportive actions have governments taken to raise awareness and educate people about sustainability? 4. To what extent has the SE led to a reduction in people's consumption and sustainability in general? 5. What activities have governments done to make people aware of the effects of SE? 	Agarwal & Steinmetz (2019); Curtis & Lehner (2019); Heinrichs (2013)
Rebound effects	<ol style="list-style-type: none"> 1. What are the consequences of the SE that include rebound effects? 2. What are the rebound effects of the SE in different industries? 	Makov et al. (2020); Meshulam et al. (2021); Skjelvik et al. (2017)

Figure 1. Methodological approach (Author's Presentation)

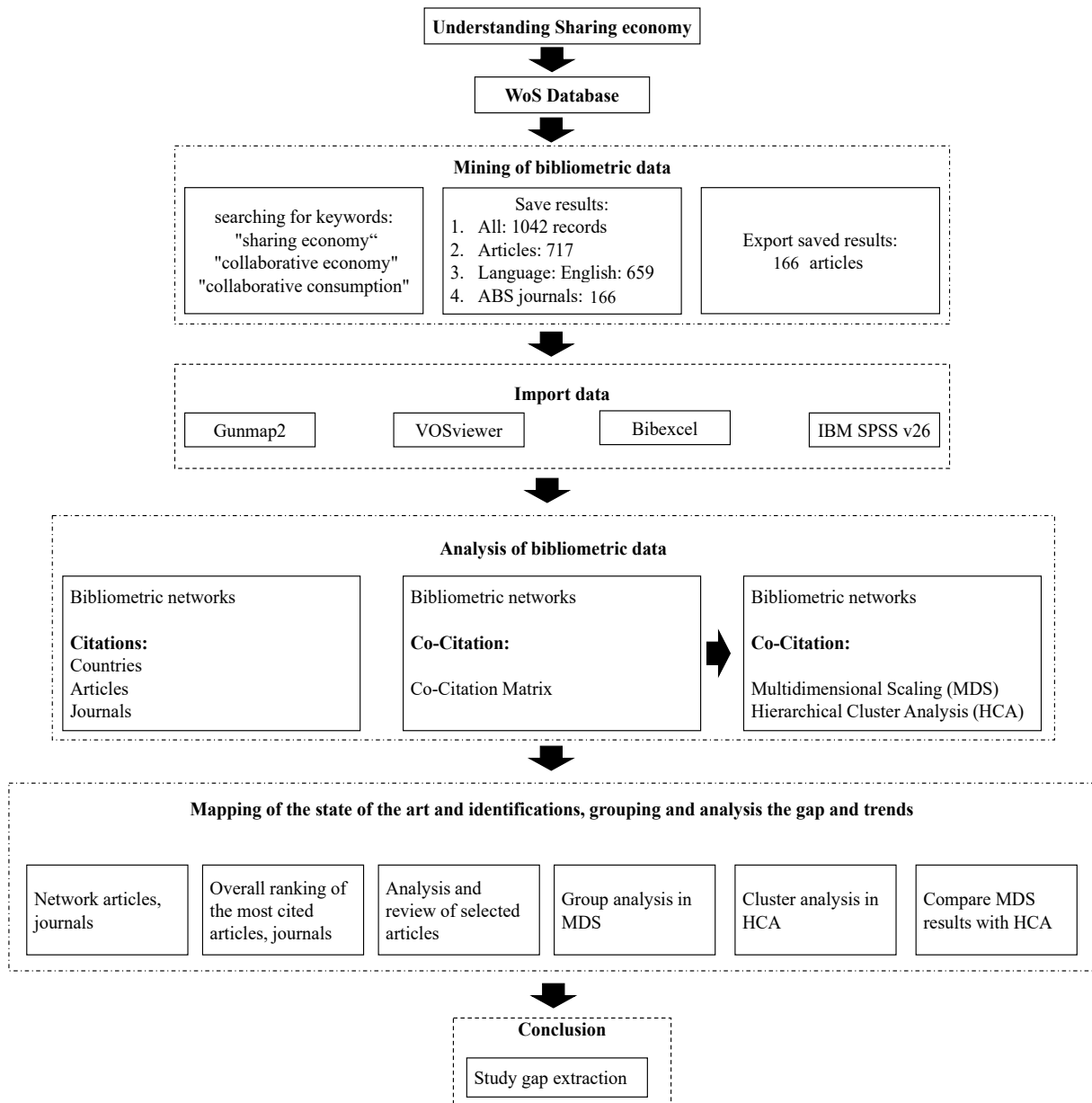


Figure 2. Map of countries based on the number of citations from the highest to the lowest citation in the sharing economy extracted from Gunmap2

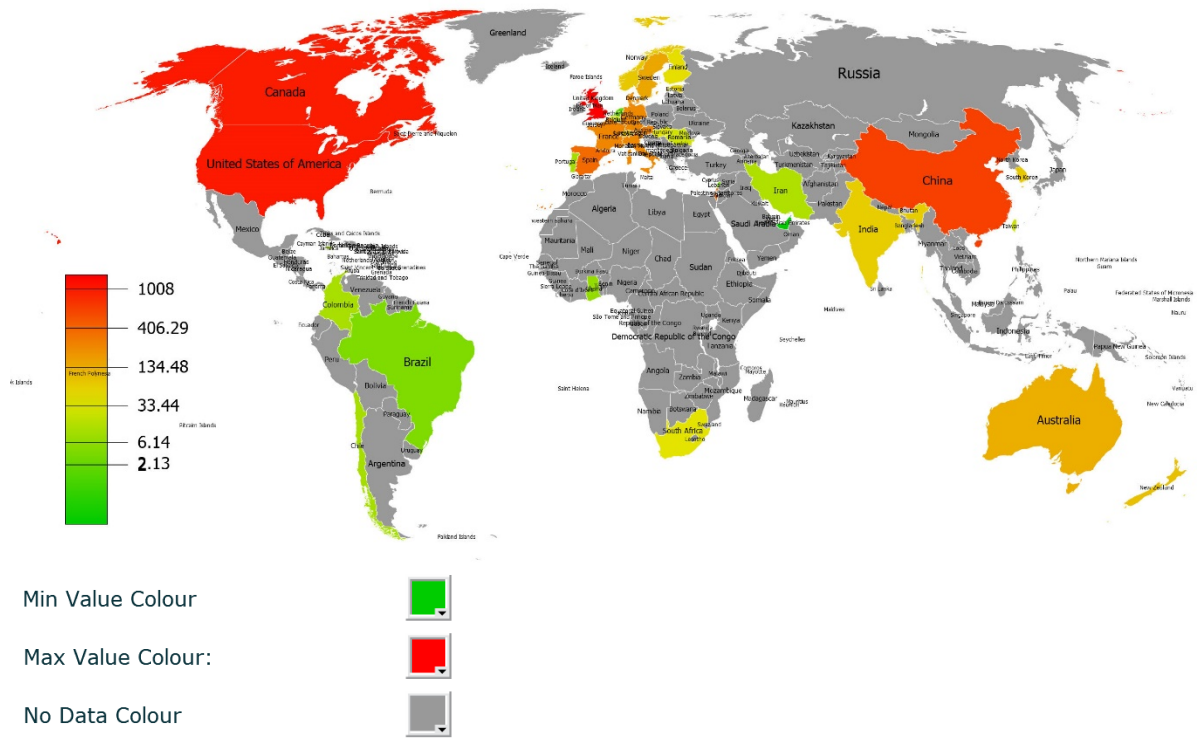


Figure 3. Mapping of the most cited documents in sharing economy

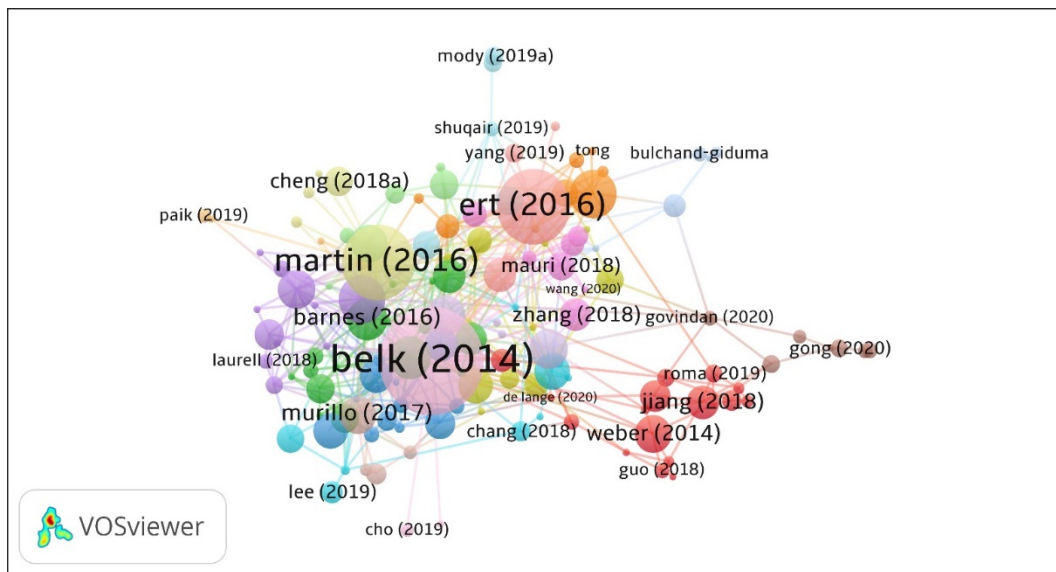


Figure 4. Mapping of the most cited journals in sharing economy

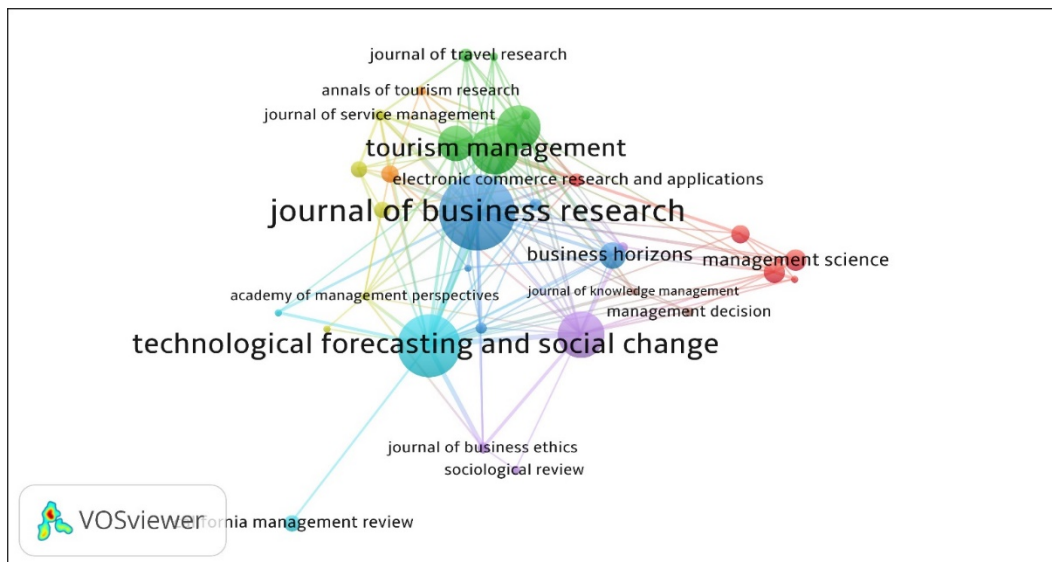
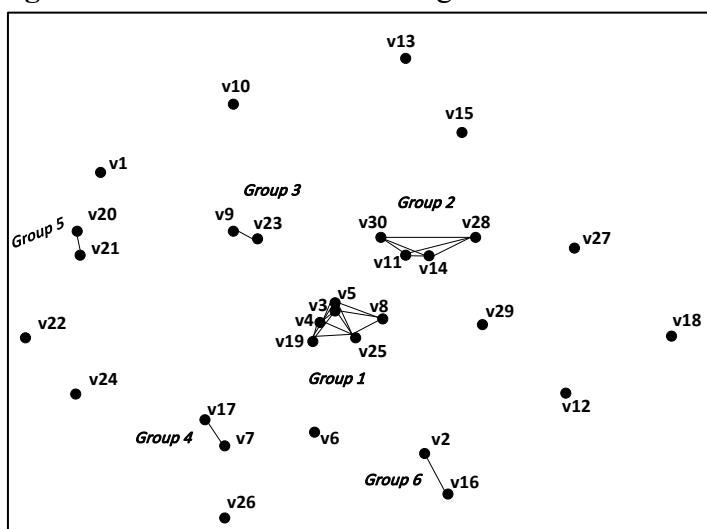


Figure 5. Multidimensional scaling: The structure of the sharing economy

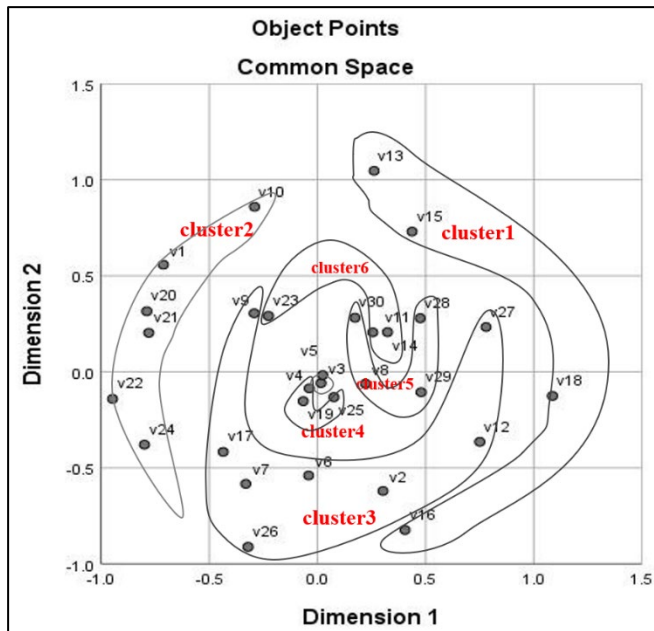


Stress value=.04472

Standardized distance=.25

v1= (Acquier et al., 2017), v2= (Albinsson & Yasanthi Perera, 2012), v3= (Bardhi et al., 2012), v4= (Belk, 2010), v5= (Belk, 2014), v6= (Benoit Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J., 2017), v7= (Bucher et al., 2016), v8= (Cheng, 2016), v9= (Cohen & Kietzmann, 2014), v10= (Cusumano, 2014), v11= (Ert et al., 2016), v12= (Fornell & Larcker, 1981), v13= (Gutiérrez et al., 2017), v14= (D. Guttentag, 2015), v15= (D. A. Guttentag & Smith, 2017), v16= (D. Guttentag et al., 2018), v17= (Hellwig et al., 2015), v18= (Heo, 2016), v19= (Lamberton & Rose, 2012), v20= (Mair & Reischauer, 2017), v21= (Malhotra & Van Alstyne, 2014), v22= (Martin et al., 2015), v23= (Martin, 2016), v24= (Matzler et al., 2015), v25= (Möhlmann, 2015), v26= (Ozanne & Ballantine, 2010), v27= (Priporas et al., 2017), v28= (Tussyadiah, 2016b), v29= (Tussyadiah, 2016a), v30= (Zervas et al., 2017)

Figure 6. Hierarchical Clustering Analysis



V1= (Acquier et al., 2017); V2 = (Albinsson & Yasanthi Perera, 2012); V3= (Bardhi et al., 2012); V4 = (Belk, 2010); V5 = (Belk, 2014); V6 = (Benoit Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J., 2017); V7= (Bucher et al., 2016); V8 = (Cheng, 2016); V9 = (Cohen & Kietzmann, 2014); V10 = (Cusumano, 2014); V11= (Ert et al., 2016); V12 = (Fornell & Larcker, 1981); V13 = (Gutiérrez et al., 2017); V14 = (D. Guttentag, 2015); V15 = (D. A. Guttentag & Smith, 2017); V16 = (Guttentag et al., 2018); V17 = (Hellwig et al., 2015); V18 = (Heo, 2016); V19 = (Lamberton & Rose, 2012); V20 = (Mair & Reischauer, 2017); V21 = (Malhotra & Van Alstyne, 2014); V22 = (Martin et al., 2015); V23 = (Martin, 2016); V24 = (Matzler et al., 2015); V25 = (Möhlmann, 2015); V26 = (Ozanne & Ballantine, 2010); V27 = (Priporas et al., 2017); V28 = (Tussyadiah, 2016b); V29 = (Tussyadiah, 2016a); V30 = (Zervas et al., 2017).

Figure 7. The future model for the sharing economy concept (Authors' Presentation)

