

Chapter 16

Sharing Economy as a New Organization Model: Visualization Map Analysis and Future Research

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ABSTRACT

Although the sharing economy's commercial practice is booming, the study on the formation mechanism is fragmented. This chapter captures a whole picture of sharing economy's research and gives suggestions for future interesting studies. Based on the method of the Prisma protocol for systematic literature review, with the help of CiteSpace software, the authors map out the structure of existing literature. Current research found out that sharing economy as a new organization model is the current developing trend, sharing economy could be a strong method in the organization's management area. The definition of sharing economy can be included as a new economic phenomenon based on the internet, including peer-to-peer-based activities of obtaining, giving, or sharing the access to goods and services to maximize the utilization. This chapter concluded the connotation of sharing economy, based on the resource view, property right view, and technique view, and several future research plans are generated.

INTRODUCTION

Web 2.0 technologies have a great impact on businesses, shaped the model of organizations, and changed the logic of consumption. These factors dramatically influence the user experience in Web 2.0 technologies. For example, sharing economy is a new economic pattern derived by Web 2.0 technologies, many new types of businesses like Uber and Airbnb perform differently from traditional economic organizations, they do not own much of resources but cooperate with their users to build a social-economic system. Moreover, users feel differently in the sharing economy, because they are not only consuming the goods and services from the sharing economy businesses, but also be a “producer” to produce goods and services. For example, Uber drivers can share their car and time with strangers to earn some money, Airbnb hosts can shortly rent their houses or even idle beds to get some income. *It is clear that sharing economy presents an important role to understand the change of user experience in Web 2.0 technologies. So a systematic study on the sharing economy is necessary for further research.*

The concept of sharing economy rose with the foundation of Zipcar in the year 2000 by Robin Chase, and then rapidly raised right after the global financial crises in the year 2008. Today the sharing economy concept is extensively developed in China, the United States, South Korea, the European Union, Japan, and many other regions and countries. At present, the sharing economy has been greatly developed in terms of sharing scale, sharing fields and sharing subjects. Just in a few years, Airbnb, a representative enterprise from the field of online short rent, has been able to match the size of the Hilton Hotel. Sharing domain varies from the original cars, houses, financial, etc. to skill, space, catering, logistics, education, health, infrastructure, also accelerated to the agriculture, energy, manufacturing, and many more fields such as urban construction expansion. The sharing subject is no longer limited to the individual and begins to extend to organizations, enterprises, and governments.

The sharing economy attracted more and more attention from different subjects, such as management, economics, and sociology, and has formed a research boom. Heo (2016) Found that the studies on sharing economy mainly divided into four aspects: Psychological aspect, Policy and Financial aspect, P2P sharing aspect, and Domain of Sharing aspect. However, the above research perspectives failed to reveal the connotation to the concept of sharing economy and the root causes of the formation mechanism at the organizational level. Previous researchers mainly focused on practical aspects of sharing economy. Besides, the study on sharing, collaborative consumption, peer production, and the network organization provided new theoretical perspectives to the sharing economy, but it cannot simply copy to this research system. Although some scholars have tried to put forward the concept of sharing economy, the research on the connotation of sharing economic concept has been based on a single point of view, without properly considering all the complexities of the real environment.

Visibly, the sharing economy research is in its infancy. It is not so clear about the structured definition of sharing economy. Although the commercial practice of sharing economy is rapidly booming, without the guidance of the theory, the future of sharing economy is bound to enter the bottleneck of development and there will be a lack of transformational directions and motivations. Through the deep study of the literature review, this paper will capture a whole elucidated picture of sharing economy research and will provide suggestions for the future interesting studies within the field of sharing economy.

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