

The Sharing Economy: Insights from an Integrated Multi-Disciplinary Perspective

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Abstract:

The Sharing Economy: Business achieving global success in driving sector-wide transformation enabled by innovative applications of technology.

This message, communicated in headlines world-wide, suggests a level of certainty about cause, effect and the role of technology that warrants review. The Sharing Economy does encompass a novel and compelling economic proposition: monetizing value from spare capacity in under- utilized resources. This concept has been applied globally in a diverse range of business sectors. Companies do utilize technology platforms. However, further research quickly encounters problems. The area is: complex, volatile, poorly-defined, and lacking transparency. Consequently, much research focuses on instances, in isolation. Our integrated, multi- disciplinary research program presents insights that challenge the headlines. A research agenda for future work is proposed.