



## **SIG 03 - ENT - Entrepreneurship**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **T03\_08 - Entrepreneurship in the sharing economy: P2P strategies, models, and innovation paradigms**

#### **Proponents:**

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#### **Short description:**

Sharing of funds, files, accommodations, and other utilities and properties has become a vital part of the emerging social life and economy.

The traditional dyadic firm-to-customer transactions has given place to the depositional triadic of P2P platforms game changers which facilitate exchange between peer providers and peer recipients. As these P2P platforms disrupt conventional transactions, for example, P2P home exchange platforms like Airbnb thoroughly disorder the hotel industry, it is crucial that researchers consider conceptual refinement and empirical grounding for providing insights.

This track aims to bring together researchers with an interest in the sharing economy and, specifically, in P2P platforms.

#### **Long description:**

While direct interactions among individuals have always existed, P2P sharing platforms have considerably facilitated and lowered transaction costs for P2P exchanges.

The P2P platforms do not supply nor demand. They do not divide a fortune to distribute its portions among peers. The P2P platforms simplify, accelerate and facilitate interactions among peers on the two-sided markets without the intermediation of central hubs. They enable individuals to unlock their unused and underused assets and skills for non or for-profit exchanges among peers.



They have transformed the way individuals consume and generate income and make use of their disposable resources and time. Numerous P2P platforms have sprung up for enterprising (Kickstarter, Indiegogo), working (Carpooling, Airbnb), dating (eHarmony, Match), innovating (Mindmixer), funding (Kiva, Zopa, Prosper), searching (CrowdSearching), etc. Airbnb and Uber are currently valued at \$30 and \$72 billion respectively.

This track aims to bring together researchers to provide insights and actionable visions to the emerging social and economic paradigms of spontaneous interactions and transaction among peers. It welcomes contributions that examine how P2P platforms transform market, entrepreneurship, competition, strategy, government-industry relations, supply chains, innovation, and other processes.

The following is a non-comprehensive list of leading issues in the sharing economy area.

- How does entrepreneurship change in the sphere of sharing resources and utilities?
- How do paradigms change in the case of open innovation?
- Are the strategies and business models of sharing and collaborative online platforms peculiar?
- Why do peers collaborate, share and circulate?
- How does the sharing economy impact customer behavior?
- What are the relations between social ties and ecosystem on the two-sided markets of the sharing economy?
- How do conventional businesses react and develop business models to compete and/or coexist with the increasing trend of sharing economy?
- How is value created (income steams) and distributed (value appropriation) among stakeholders in the sharing economy? Who are winners and losers?
- What is the role of institutions in the sharing economy?
- How do technologies such as artificial intelligence, machine learning, augmented and virtual reality, and blockchains affect the functioning of sharing economy?
- What are the effects of collaborative consumption on sustainability?
- Is the possibility of evading ante-P2P regulations the dark side of the sharing economy?

**Keywords:**

Sharing and collaborative economy,  
Peer-to-peer and Two-sided market  
Spontaneous order of P2P interactions and exchanges



Crowdfunding  
Carpooling and Home-exchange  
Online dating,

#### **Publication Outlet:**

Optimization: Journal of Research in Management (Urvashi Makkar, proponent 2, is founding Editor-in-Chief of this journal. Djamchid Assadi, proponent 1, is member of the Editorial Board).

Innovative Marketing (Djamchid Assadi, proponent 1, is member of the Academic Advisory Board. He has exchanged for specific issues with Tatyana Kozmenko, Editorial Assistant)  
The corresponding proponent, Djamchid Assadi, has exchanged with the individuals in charge within the books publishing companies. They have shown interest in considering proposals for collective books on the topic of sharing economy

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#### **AUTHORS GUIDELINES**

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