SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of **The Business of Now: the future starts here** for the EURAM 20th Conference.
We look forward to receiving your submissions.

T03_16 - Sharing Economy: Entrepreneurship, Business Models and Ecosystems

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Short description:
The peer-to-peer Sharing Economy tackles the challenges of inclusiveness by linking peers with idling assets to peers in need of assets.

In line with the EURAM 2020, this track promotes the "Business of Now" of Sharing Economy which replaces the utility of possession by utility of disposition to leverage the processes and mechanisms of a future of sustainability.

The sharing economy has improves both ecological and economic efficiency to achieve the Sustainable Development Goals (SDGs) through promoting collective consumption, shifting choices from ownership to demand-fulfilment, dropping carbon dioxide and nitrogen oxide emissions by reducing the resources required.

Long description:
The Sharing economy (SE), linking peers with idling assets to peers in need of assets, provides a potential for addressing many of the 17 UN Sustainable Development Goals (SDGs).

It addresses the SDGs, 1 "no poverty" and 5 "gender equality" by igniting entrepreneurship and providing flexible jobs. In 2017, the sharing driving created 21 million jobs in China of which 3.93 million for the excluded from traditional industries, and 1.37million for zero-income families.

The SDG 8 "Decent work and economic growth" containing employment, social protection, social dialogue, and social rights, as defined by the International Labor Organization is also supported by not only the dynamism of entrepreneurship and flexible jobs but also the creation of resources for health and education among peers ("Gofundme.com").

The SDG 9, "Industry, innovation and infrastructure" is incessantly pursued by the development of the SE in all sectors around the world: Accommodation (Airbnb, Couchsurfing, Home Exchange), Cryptocurrency (Bitcoin, Litecoin, Ethereum), Enterprising (Indiegogo, Kickstarter), Dating (eHarmony, Match, Shaadi), Financing (GoFundMe, Kiva, Prosper, Zopa), Education (Coursera, General Assembly, Skillshare, Udemy in Education), Insurance (people-pooled Friendsurance), Trading (Amazon, Craigslist, eBay), Transportation (BlaBlaCar, Carpooling, Rideshare, Zipcar). And many other emerging ones.

The attainment of the SDG 11 "Sustainable cities and communities" and 13 "Clean action" result from positive environmental impacts of the SE through a reduction in the resources employed and the corollary reduction of pollutants, emissions and carbon footprints. The platforms of SE mitigate conflicts between business profits and social wellbeing because they support exchanges between service providers which make profits only if they find customers for un- or underutilized assets. In the transportation sector, vehicle sharing behavior decreases the number of kilometers travelled.

The SE achieves the SDG 12, "Responsible Consumption and Production", by reducing transaction costs to nearly zero between peers and facilitating the collective and (re)utilization of the underutilized assets especially in transportation and hospitality. This sharing economy provides positive environmental impacts through the reduction of total resources that producers employ, and the paradigm shift from possession to demand-fulfilment that consumer adopt. Reselling, giving, swapping, and renting increase the usage duration of resource-consuming goods, savings corollary up to 7% in the household budget and 20% in terms of waste.

The SDGs 16 "Peace, justice" and 17 "Partnerships for the goals" are targeted by the SE whose core activity relies on facilitating collaboration and exchanges amlong peers.

Public authorities might support SE through regulations, funding and incubators.

Keywords:
Sharing and collaborative economy
Peer-to-peer (P2P)
Two-sided market
Spontaneous order of P2P interactions and exchanges
Bitcoin-Crowdfunding-Carpooling-Home-exchange-Online dating
Artificial intelligence

UN Sustainable Development Goals (SDG):
Goal 3: Good health and well-being for people,Goal 5: Gender equality,Goal 7: Affordable and clean energy,Goal 8: Decent work and economic growth,Goal 9: Industry, Innovation, and

Infrastructure,Goal 11: Sustainable cities and communities,Goal 16: Peace, justice and strong institutions,Goal 17: Partnerships for the goals.

Publication Outlet:

Innovation Economics and Management (Innovations). Selected contributions to the track will be invited to submission to the journal

Optimization: Journal of Research in Management. Selected contributions to the track will be invited to submission to the journal

Innovative Marketing. Innovation Economics and Management (Innovations). Selected contributions to the track will be invited to submission to the journal

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AUTHORS GUIDELINES

http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html