



Theoretical and practical approaches to analysing sharing economy business models – intercultural perspective

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Genesis of the research

- Development of sharing economy
- Using sharing economy platforms by international students

Purpose of the paper

- investigation of the differences between approaches to analysis and design sharing economy business models
- identification main factors stimulating consumers to take the advantages of sharing economy

Methodology

- Literature and strategic document analysis
- questionnaire CAWI (pilot study n=48 of students, google form)



Propositions

P1: There are no cross-cultural differences between the concepts of sharing economy business models.

P2: There are no cross-cultural differences between values expected by the customers.

Research questions:

1. What are the main values for the customers delivered by sharing economy services?
2. Are these values different in different cultures?



Sharing economy - theoretical approaches

- Collaborative consumption (Botsman&Rogers, 2011)
- Sharing economy (Davidson et al. 2018, Botsman 2015, Bocken)
- Access economy (Mathe 2016)

Sharing economy – strategic documents

- 17 strategic documents from different countries (neutral or positive attitude towards sharing economy)
- FTC (2016), The “Sharing” Economy. Issues Facing Platforms, Participants & Regulators. A Federal Trade Commission Staff Report – emphasizing negative aspects and risks

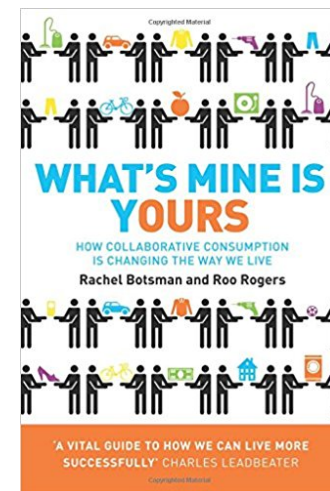


Definitions

- Collaborative consumption - system that activates the untapped value of all kinds of assets through models and marketplaces that enable greater efficiency and access (Botsman's 2013)
- Sharing economy (collaborative economy) - comprises the peer-to-peer exchange of tangible and intangible slack (or potentially slack) resources, including information, in both global and local contexts.” (Fellander et. al., 2015)
- **sharing economy business models** - revealed in possibility of building new business models based on sharing economy platforms (Zhang 2018, Muñoz&Cohen 2017).



Rachel Botsman



What is new in sharing?

Traditional, cross-cultural approach

- *we share when we trust...*
- *we trust when we know someone ...*



New – sharing economy challenges:

- *we trust someone we **do not** know... (WHY?)*

Don't open the door to strangers!

Rationale:

- calculated trust (Sztompka 1999),
- we trust the system,
- we learn from the others' opinions – social reputation.

Business models of sharing driven companies

- core business idea involves unlocking the value of unused or under-utilized assets (“**idling capacity**”) whether it’s for monetary or non-monetary benefits.
- the company should have a clear **values-driven** mission and be built on meaningful **principles** including transparency, humanness, and authenticity that inform short and long-term strategic decisions.
- The providers on the supply-side should be **valued**, respected, and empowered and the companies committed to making the lives of these providers economically and socially better.
- The customers on the demand side of the platforms should benefit from the ability to get goods and services in more efficient ways that mean they **pay for access** instead of ownership.
- The business should be built on distributed **marketplaces** or decentralized **networks** that create a sense of belonging, collective accountability and mutual benefit through the community they build. (Botsman, 2015)



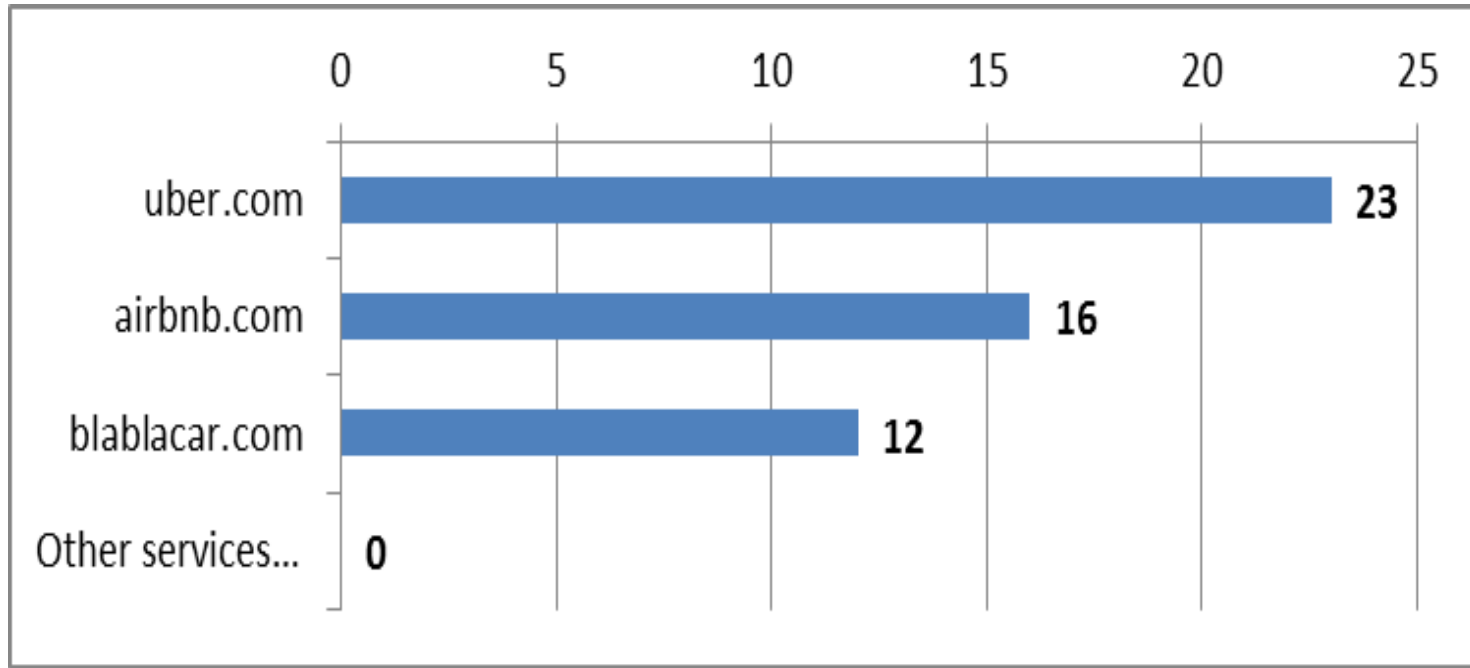
Best and less known sharing economy platforms

No	Platform's name	Specialization	Localisation	Number of opinions	Number of downloads
1	Munchery	Food sharing	USA	418	50 ÷ 100K
2	Uber Eats	Food	USA	191K	10 ÷ 50m
3	Funding Societies	peer-to-peer lending marketplace	Singapore, Malesia	71	10 ÷ 50K
4	Indiegogo	kickstart platform	USA	4K	100K ÷ 1m
5	Kickstarter	kickstart platform	USA	13K	1 ÷ 5m
6	Fiverr	ICT freelancers	USA	87K	1 ÷ 5m
7	Upwork	work sharing	USA	11K	1 ÷ 5m
8	WeWork	workspace sharing	USA	285	50 ÷ 100K
9	Grab	transport	Singapore, Southeast Asia	1,3m	50 ÷ 100m
10	Lyft	transport	USA	138K	10 ÷ 50m
11	Uber	transport	USA, global	4m	100 ÷ 500m
12	Didi Chuxing	transport	China	2,5K	100 ÷ 500K
13	Gett	transport	USA, UK	179K	5 ÷ 10m
14	blablacar	transport	France, EU	597 K	10 ÷ 50m
15	wonowo	transport, accomodation & activities	Spain	110	10 ÷ 50K
16	Cabify	transport	Spain	61K	5 ÷ 10m
17	BeepCar	transport	Russia	21K	1 ÷ 5m
18	GO-JEK	transport and delivery	Indonesia	1,1m	10 ÷ 50m
19	Airbnb	accommodation	USA, global	250K	10 ÷ 50m
20	Airsorted	services for Airbnb tenderers	UK	0	100 ÷ 500

Source: own study on the base of google.play information



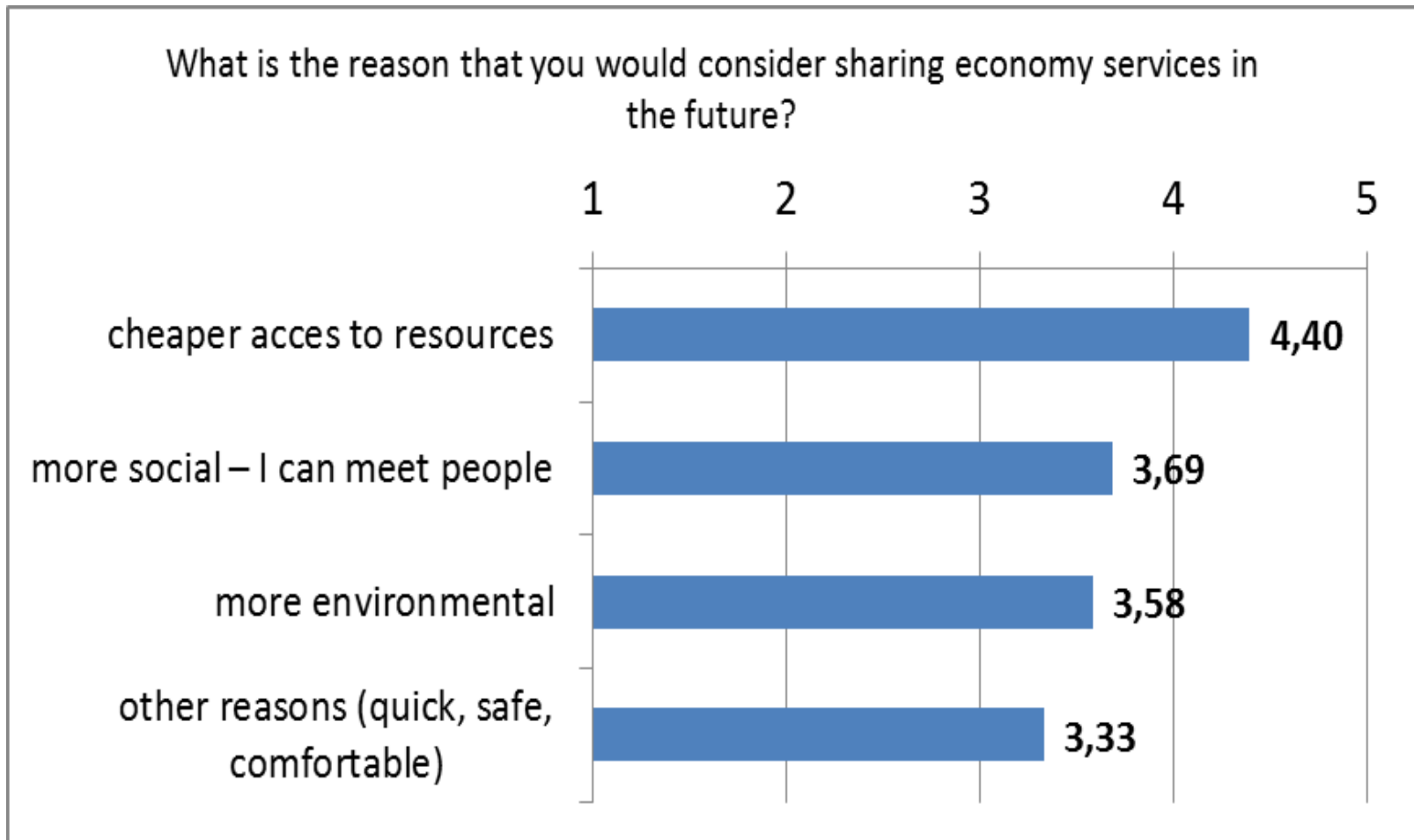
Findings



Sharing economy services used by respondents (n=48)

Source: own analysis

Findings



Primary motivation of the respondents (n=48)

Source: own analysis



Findings

Contingency table: motivation/respondents' origin

Motivation/cross-cultural dimension	European students	non-European students	Total
Economic motivation	27	17	44
Non-economic motivation	2	2	4
Total	29	19	48

$$\chi^2 = 0,198, p=0,656$$

Data

with Yate's correction $\chi^2_Y = 0,0079, p_Y=0,929$

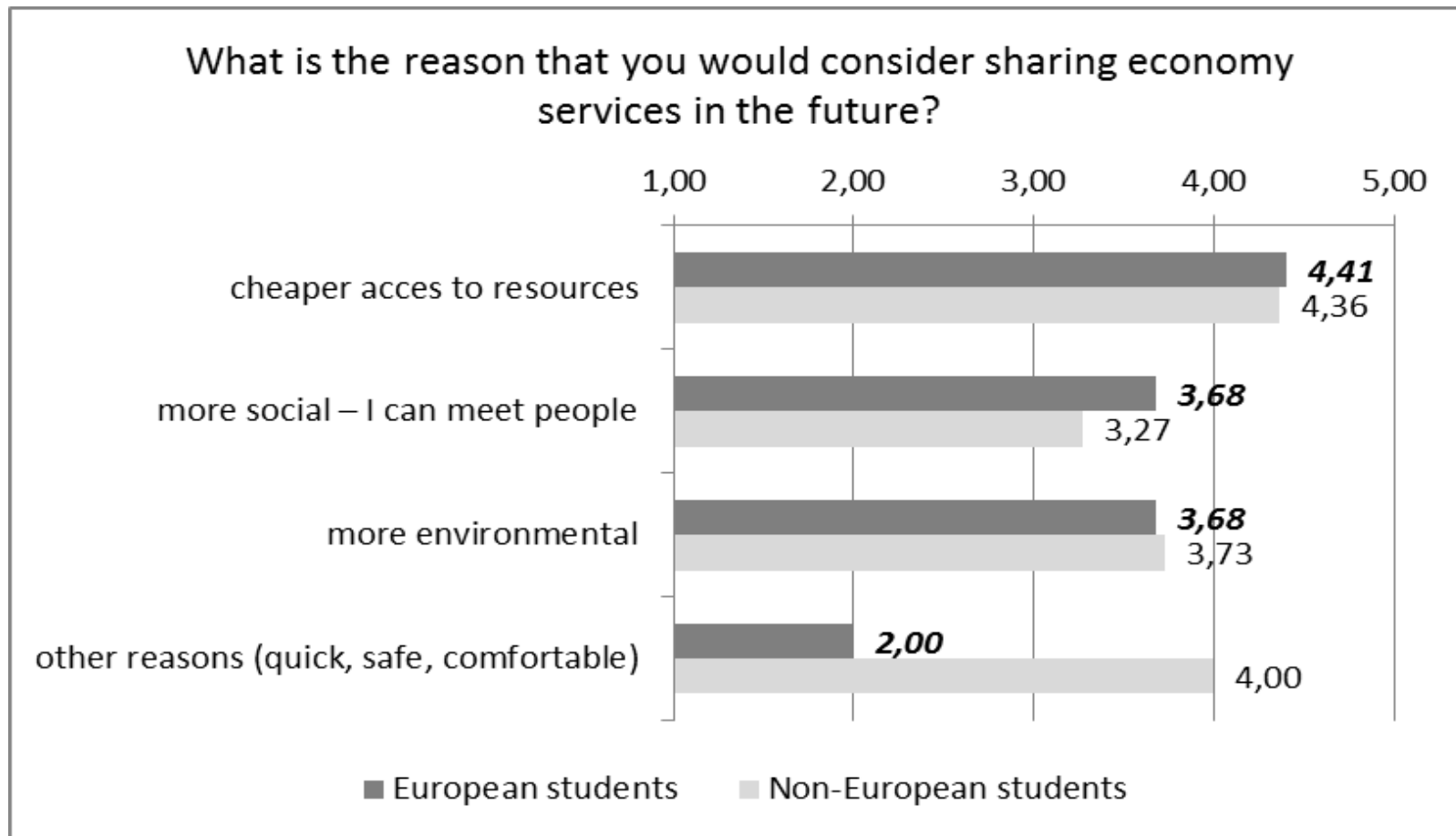
independant or random?

Source: own analysis



Findings

Differences between primary motivation: European and non-European students



Source: own analysis



Limitations

Limitations of research:

- Analysis of strategic documents only in English and Polish
- Low number of respondents – low number of non-economically motivated respondents
- Testing the data independence



Conclusions

1. The importance of sharing economy business models is observed in high developed countries of “Western-world” (USA, Great Britain, EU countries).
2. No cross-cultural differences in theoretical approaches to sharing economy, what supports the proposition P1.
3. There is no important cross-cultural differences between expected value by the consumers.
4. Findings similar to these obtained by Böcker et al. (2011) and Davidson (2018).



Thank You for Your attention!

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