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Session 1a
Reputation

Peer reviews and community rating: the effect of seller reputation on a peer-to-peer marketplace

Authors:

Marielle Non (CPB), Martijn Dijkstra (CPB), Roel van Elk (CPB) and Gustaaf Wijnker (CPB, NZa)

Abstract:

On online peer-to-peer marketplaces, buyers and sellers typically have never met in person. To facilitate trust in such a relatively anonymous environment, many marketplaces include a review system where buyers and sellers rate each other. We use data from a large Dutch platform for electronics enthusiasts that includes a consumer-to-consumer marketplace where platform members can buy and sell second-hand electronics to investigate the effect of user reputation on sale success. The marketplace has a review system where buyers and sellers rate each other. Moreover, an important feature that sets this marketplace apart from e.g. eBay and Etsy is that the platform itself also has a system to reward general contributions to the community, like writing a review of a new product. This community rating might give additional information on top of the marketplace reviews.

The data contains about 500.000 advertisements and for each advertisement records whether it led to a sale or not. Also, the data contains information on the number of positive reviews, the community rating and many background variables on e.g. price, product condition and number of images in the advertisement.

We first estimate an OLS model as specified in Livingston (2005). The discerning feature of this model is that the number of positive reviews is included in a flexible way, by constructing quantile dummies. We find a similar effect as in Livingston (2005): the first few reviews are very important for sale success, but additional reviews only have a limited added value.

The model above includes the community rating in a linear fashion. When we include this rating using quantile dummies as well, we find similar effects as for the number of positive reviews: having a positive community rating (as opposed to a zero rating) is important for sale success, but having an above average rating does not lead to higher sale success. The effect of the number of positive reviews declines slightly when the community rating is modelled in more detail, but stays significant and very relevant.

Finally, we plan to investigate interaction effects between the user reviews and community rating. Initial results suggest that the user reviews have a much stronger effect for sellers with a low community rating, which would suggest that the user reviews and community rating are to some extent substitutes to each other.

Livingston (2005), How valuable is a good reputation? A sample selection model of internet auctions, The Review of Economics and Statistics, 87(3): 453-465

Creating a Unified Reputation Platform for the Sharing Economy

Author:

Ayelet Gordon

Abstract:

This paper lays the theoretical foundation for an innovative solution to challenges facing the review and rating systems (R&R) on sharing economy platforms.

Trust is a crucial aspect of sharing economy platforms. The R&R systems serve as a mechanism for past users to share their experiences with future ones. Since each platform has its own R&R system, the reputation a user builds on one platform is not transferable to others. This has two central disadvantages. The first disadvantage is the 'cold start' problem. Requiring users to build a reputation on each sharing economy platform they operate on makes it difficult to enter new platforms, and might prevent users from entering them altogether. The second disadvantage of having a dispersed reputation is that it allows users to abuse their reputation on one site while maintaining a positive reputation on other sites. Inasmuch as the R&R system is supposed to alert potential users of bad practice in the past, there is no reason a user's negative actions on one platform should remain hidden from users on other platforms.

I suggest creating a Unified Reputation Platform (UPR) which will gather information about a user from all sharing economy platforms she operates on, and give users a holistic picture of their potential counterpart. I envision three possible models: The first is a third-party site whereby sharing economy users can leave ratings and reviews of their experiences, outside the confines of the sharing economy platform, enabling the UPR to design the system, and control how it is displayed. The second is a platform that gathers information posted on several sharing economy platforms. The fact that information will be collected and stored by a third party will enable users to easily get a full picture of their potential counterpart.

Such platforms will serve an important role in breaking sharing economy platforms' monopoly over information they have exclusive access to and control over.

The third model is an accreditation system. Under this model a sharing economy user will provide the URP with information on a variety of her activities online (and potentially offline as well). Based on this information the site will calculate a trust score that can be displayed in the users' profile on each platform she operates on.

The paper will also discuss the potential challenges and questions raised by creating a UPR.

Legal landscapes of Sharing Economy: the national legal responses to the Airbnb and Uber: the case of Greece

Author:
Natalia-Rozalia Avlona - Lawyer, Ph.D Candidate, National Technical University Athens, Legal Team, COST Action, "From Sharing to Caring: Examining Socio-Technical Aspects of the Collaborative
Economy"

Abstract:
Whilst Sharing Economy has been enjoying an increasing popularity worldwide over the last decade, its legal definition - variating from Platform, to Gig or Sharing Economy- all classified under the wider umbrella of Collaborative Economy, has been debatable. This obscurity is aligning with the fact that the European Union (EU) has not provided yet an ad hoc EU legal framework for the Sharing Economy (Nasarre-Aznar, Dumančić, Priora, 2019), apart from a Communication Document by the European Commission , dated June 2016. This Commission 1 Document which is actually not legally binding and seeks a balance between the support of a digital single market in EU and the protection of the consumers rights, leaves a broad space for national legislations to respond in a less homogeneous manner to the phenomenon of sharing economy. At the same time, the technology behind platform economy, as several other technological innovations, has been operating in a disruptive way to Law, leaving unregulated legal landscapes and the ambivalence of whether the existing EU /and National laws are adequate to address this phenomenon, or there is the need for novel legislation(s).

Aim of this presentation is to address these issues within the framework of of a specific jurisdiction's response to the asymmetries that sharing economy has been creating to the national transport and short-term rental sector. Particularly, this presentation will study the regulatory responses of Greece to the two major players of sharing Economy, Airbnb and Uber respectively, in order to contextualise the effect of a top down national regulatory approach to these platforms.
To do so, the pursued methodology of this presentation will encompass an analysis of the legal texts and provisions and a further extraction of relevant information by secondary data in the field, in order to illustrate the impact of the these sharing economy players on the Law in Greece and vice versa.

Keywords
sharing economy, EU, national legal responses, airbnb, uber, regulatory framework

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Commission boosts opportunities for citizens and business", 28 October 2015, http://europa.eu/rapid/pressrelease_
IP-15-5909_en.htm, Digital Single Market Strategy, October 2015.

Digital discrimination: the role of reputation systems

Authors

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Abstract

In the recent development of the sharing economy and other peer-to-peer digital markets, (ethnic) discrimination has become an important issue. While many platforms tried to position themselves as social and inclusive, the opposite seems to be true. Reputation systems, i.e. ratings and reviews, are often put forward as the most promising solution to (ethnic) discrimination in the platform economy. This claim is based on the finding that the ethnic gap is smaller for users with reviews than for users without reviews (Cui, Li, & Zhang, 2016; Tjaden, Schwemmer, & Khadjavi, 2017).

However, as reviews can only be written after completed interactions, the chance to get a review may not be equal for all users. Hence, initial differences between users in the probability to be selected for a transaction may accumulate over time, thereby diminishing the potential of reputation systems to decrease discrimination. Previous studies have overlooked this potentially negative effect of reputation systems. To test whether reputation systems with time eliminate or increase discrimination in a real online platform, information about interactions at the platform at different timepoints is necessary, as it takes time for users to accumulate reviews. The main question that is addressed in this research is: How does the reputation system over time affect the probability to receive trust for individuals with different ethnicity? Are differences between users with a different ethnicity increasing or decreasing with every new request they make?

We use a unique dataset that contains information on all requests ever made on the platform, which allows us to study dynamics over time. In terms of design and functioning the platform is very similar to many other (sharing) platforms, such as Airbnb and carsharing platforms. We analyze how characteristics of the renter affect the probability that an owner accepts a rentals request. We do not find evidence for the potential of reputation systems to reduce the ethnic gap. Regardless of the reputation of the renter, requests from renters with more non-Dutch sounding names are less likely to be accepted. This decreases their probability to get a (positive) review, which in turn further decreases their chances to participate in future interactions.

References

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Session 1b
Urban Sharing 1

How do food delivery platforms affect urban logistics? An exploratory survey centred on Barcelona

Authors

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Abstract

The rise of sharing economy is rapidly changing the way traditional business operate. Digitalisation is no longer a future possibility, but a powerful tool that is currently altering corporate operations all over the world. Many startups are trying to emulate Silicon Valley's unicorns, such as Uber and Airbnb, by launching new platforms addressed to disrupt traditional economic frameworks. Accepting these platforms within the broad definition of sharing economy is still a matter of controversy within the academia, but it is a neat reality in the professional environment.

Where there is more consensus is in the lack of available data to study such phenomena. Gig companies are being extremely jealous regarding their business model and, nowadays, data seems to be one of the most valuable assets. Therefore, academics are struggling to formulate adequate hypothesis that rely on actual data, beyond perceptions and intended behaviours. This, as well as the quick volatility of the market, undermine any chance to analyse the real impact of such tendencies in our society with the appropriate detail.

This paper focuses on how new food delivery platforms are impacting urban distribution logistics, specially when referring to last mile.

Our analysis relies on data scraped from three food delivery platforms: Glovo, Deliveroo and UberEats. Specifically, we gathered data in 2019 for the city of Barcelona, either for lunch and dinner meals. We thus created several variables, including name of the restaurant, type of food, rating given by customers, the shipping time range, and the delivery cost. In parallel, complementary data for those restaurants was also collected from other sources. Commercial premises have been geolocated to study their spreading and clusterization within the city. Alternative ratings have also been collected from specialised websites. And, finally, financial data has been obtained from SABI's database cross-referencing brand names with their parent companies.

Although they advertise themselves as an environmental-friendly solution, riders -as freelancers- are supposed to provide their own means of transport; meaning some of them are inclined to use motorbikes. And it impacts urban transit. Besides, commercial premises are not evenly distributed within the city, exacerbating urban disparities (land value, land uses, transit, etc.). Shopping streets and malls concentrate an important number of these early adopters of such technology. And, in

many cases, these restaurants are franchises or part of large corporations. These are just some of the preliminary results this research is dealing with.

Spatial impact of a peer-to-peer platform's online transactions in Hungarian cities

Author

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Abstract

Peer-to-peer platforms transform not only the way how people interact with each other but have led to wide-scale socio-economic, spatial impacts, especially in urban areas. Therefore, not just platform users but the whole society could experience the consequences of transactions as Airbnb disrupted the rental market (Dudás et. al 2018) or Uber the urban mobility. This study examines this geographical aspect of peer-to-peer platforms through a case-study of a ridesharing platform. The aim of this paper to identify, map and analyze the spatial (offline) impacts of ridesharing in urban micro-spaces. Research use raw platform data (one-month data from 2017 September) which contains the meeting points of all rides which drivers gave in the website of OSZKÁR. Firstly, we classify Hungarian cities according to how many people travel to or from them with this platform and choose five cities from different categories. In these cities, we map the location of meeting points and the characteristics of the places where drivers and passengers meet each other and finish their routes. Our research question is the following: Are there any differences between cities according to their ridesharing activity? Is there any common point how ridesharers choose meeting points in cities? Location or the type of place (accessibility, landmarks, interconnectedness with other transportation modes) are the most important factor for drivers? How many drivers go to the residence of the passengers? These places which are designed and built before the damn of platforms and wide-scale online transactions are directly impacted by ridesharing because of increased traffic and pollution so our results can be used for example for urban planning.

Key words

ridesharing, peer-to-peer platform, micro-spaces, urban areas

Sharing Economy, Collaborative Initiatives and Circular Consumption: The Case of Gothenburg

Authors

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Abstract

The current academic and policy discussion relating to Circular Economy (CE) is increasingly criticised for focusing mainly on technological solutions and for paying little attention to socio-political aspects including the need "for shifting current production-consumption-use-waste practices" (Hobson, 2016, p. 89). New CE business models based on i.e. Product Service Systems and Platform Economy (Belk, 2014) as well as the numerous Sharing Economy and collaborative consumption initiatives already challenge contemporary consumption patterns and practices. However, it is largely unknown to what extent these initiatives really impact consumption practices towards more circular/sustainable modes.This research gap includes the role played by different types of initiatives, their interaction as well as cooperation with other actors such as firms, hybrid organizations and local government. The aim of this paper is to investigate the development of collaborative consumption and sharing economy initiatives and their role in promoting change in production-consumption-use-waste practices. The research is a single case study conducted in Gothenburg, Sweden in 2018. Data gathered mainly comprises policy documents and interviews with individuals active in a wide range of initiatives. The sample included both citizen groups and initiatives organized by municipality organizations as well as hybrid organizations in order to get an overview of the different organizations in Gothenburg and the cooperation in the network.

Preliminary findings show that there is a wide range of different sharing economy and collaborative initiatives in Gothenburg but also that the municipality is instigating cooperation and support for these initiatives with the aim of supporting CE transformation of the local consumption practices. Several municipality organizations have also instigated their own projects where they draw lessons from local initiatives such as shared transport bikes and local collaboration houses (Fixotek). The level of cooperation between the "grass root" initiatives and the municipality organizations are existing but lack of trust between the different actor's leads to difficulties in the cooperation. The growing number of initiatives and their visibility in the city indicates that this movement might be influencing consumption practices in Gothenburg, at least for segments of the population but further analysis of the data is needed on this matter.

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Location, location, location, or is there more? Uncovering the spatiality of Airbnb in Utrecht

Authors

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Abstract

The entry of Airbnb did not pass by unnoticed. While some acclaim it has a disruptive effect (Zervas et al., 2014; Guttentag, 2015), others highlight the necessity of regulating this type of sharing economy (Lee, 2016). A number of cities responded by introducing regulations (Nieuwland & van Melik, 2018) ranging from total bans to a maximum number of nights and/or forcing Airbnb hosts to register, pay taxes and adhere to safety regulations. While often these regulations are made by cities, this paper proposes to take a more detailed look at development of Airbnb within cities. Previous studies already showed Airbnb can serve as a catalyst in gentrification processes (Ioannides et al., 2018) and that some parts of the city benefit or suffer more from Airbnb than others (Quattrone et al., 2016) and that even though Airbnb is claimed to spread tourists more equally over the city, in some cases Airbnb's even tend to be more strongly clustered around main attractions (Gutierrez et al., 2017).

By studying the spatio-temporal patterns of Airbnb in Utrecht, we provide an empirical insight into the often suggested and contested spatiality of Airbnb. On the one hand, Airbnb is important for the local tourist economy as Airbnb currently is estimated to host between a fourth and a fifth of all tourists staying in Utrecht. On the other hand local policy makers fear the effect the presence of Airbnb can have on neighbourhoods, their social cohesion and the availability and affordability of housing. As a response, the municipality introduced a law in March 2018 banning Airbnb listings from being offered more than 60 days per year.

In this paper, we apply geographic hot spot analysis and bivariate Moran's I spatial autocorrelation analysis on monthly data of Airbnb activity, collected by AirDNA from 2015 – 2019. In doing so, we look for spatio-temporal clusters of Airbnb's determined by price, occupancy and average review score in order to understand why Airbnb is occurring where it is, and how this changed over time, e.g. under the influence of the new regulations. We aim to provide an insight into what drives the offer of Airbnb's and explain its uneven spatial distribution. This case study not only provides insights on the spatiality of Airbnb, but also serves as a tool for policymakers assisting a more tailored approach to regulating Airbnb, as it is affecting different parts of the city in different ways.

Session 1c
Business Models 1

Service Delivery in the Sharing Economy: Assumptions and Technology Affordances for Service Interactions on Ridesharing Platforms

Autors

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Abstract

To better understand the nature of service delivery in the sharing economy, we conducted a comparative analysis of the technology features and website branding of three exemplar ridesharing platforms – Uber, BlaBlaCar and Zimride. To facilitate our theorizing of this multiple case study, we applied literature on service design to our collected data. This helped us to undercover each platform's assumptions and technology affordances for service interactions between providers and customers. It also enabled us to characterize each platform's governance concern and mechanism, the primary motivations of peer providers and customers – prosumers – who use these platforms, as well as the basis for interaction and nature of trust between them.

Figure 1. Technology Features and Website Branding of Ridesharing Platforms

	Uber	BlaBlaCar	Zimride
Technology Features	• Platform assigns a single provider to fulfill a customer's needs. • Drivers can opt into assigned matches after reviewing ratings whereas riders can only opt out. • The platform fully mediates payment between prosumers.	• Platform matches available providers to fulfill a customer's needs. • Prosumers can search for and contact potential matches, as well as review ratings. • The platform facilitates direct payment between prosumers.	• Platform matches available providers to fulfill a customer's needs within a private network. • Prosumers can search for and contact potential matches but there are no ratings. • The platform facilitates direct payment between prosumers.
Tag Line	• Promotes independence and autonomy	• Focuses on interpersonal experience	• Highlights exclusive community engagement
Visual Branding	• Photo imagery depicts individuals acting independently.	• Photo imagery depicts interpersonal affinity among individuals.	• Photo imagery depicts interacting groups of individuals.

Figure 2. Implicit Assumptions and Technology Affordances for Service Interactions

	Uber	BlaBlaCar	Zimride
Service Assumptions	Prosumers are functionally equivalent and interchangeable. They want an efficient way to meet.	Prosumers have unique needs and resources. They want an efficient way to connect.	Prosumers are organizational members. They want an efficient way to connect.
Technology Affordances (applying Gutek et al., 1999)	Weak C-P link but strong C-O and O-P links where O is the platform.	Moderate C-P link but strong C-O and O-P links where O is the platform.	Strong C-P link and strong C-O and O-P links where O is the sponsoring organization.
Governance Concern	Prosumer Deviance	Service Experience	Community Engagement
Governance Mechanism	Algorithmic Monitoring	Reputation Ratings	Organizational Norms
Primary Provider Motivation	Earn	Save	Give
Primary Customer Motivation	Save	Save	Give
Basis for Interaction	Financial Transaction	Social Exchange	Community Service
Nature of Prosumer Trust	Cognitive	Affective	Implicit

The internationalization of sharecoms

Authors
Heidi Coral Thornton, Vadim Grinevich, and Linda Baines - University of Southampton, 15/03/19

Purpose
The sharing economy has emerged on an international level, and those operating within it (sharecoms) have a unique value proposition and business models that are typically both scalable and flexible. This, combined with the seeming ability to generate revenue across borders with relative ease and minimal cost due to their social technologies' capability and social networking capacity means that sharecoms tend to be well-positioned to internationalize. However, it is apparent that they do not always do so in line with existing theories of internationalization, exhibiting variances in patterns and processes of foreign market entry. Sharecoms operate within the service sector, whilst the majority of internationalization theory is purposed towards firms of a manufacturing nature. Such theory is plentiful and well-developed, in contrast to theory pertaining to the internationalization of services, which is considerably less-developed, and theory relating to digital services even less so. Whilst some scholars have applied a manufacturing point of view, in this paper we have chosen the internationalization of services as a start point. With a seeming lack of literature there becomes a need to study sharecoms in the context of internationalization and develop current theory. Thus, this paper aims to propose directions for advancing theory.

Design/methodology/approach
In this conceptual paper, theory is proposed to explain the internationalization patterns and processes of sharecoms. Literature pertaining to service firms, particularly those of a digital and rental nature, within an international context are explored. This is supported by a review of current internationalization theories.

Findings
This paper makes several key propositions based on the internationalization patterns and processes of sharecoms. Findings reveal that despite the novelty of the sharecom, certain existing theories of internationalization can be applied, to a certain extent. However, this is most suitably done with the inclusion and integration of new theoretical considerations. Insights on the rental segment of the service sector are particularly relevant to the study of sharecoms. Moreover, variables such as business model and industry in which the shareocm operates can affect the internationalization patterns and processes, particularly in terms of pace in which foreign market entry is made.

Originality/value/implications

Scholars examining the sharing economy have given little attention to the internationalization of sharecoms. More precisely the patterns and processes involved and how these compare to those of other types of firms, around which existing internationalization theory is modelled, has not been explored. The theory developed addresses these issues and has important implications, both theoretical and practical.

Keywords

Sharing Economy, Sharecoms, Internationalization, Entrepreneurship, Service Industry, Digital, Platforms, Rental Firms

Airbeds, apartments and hotels: the professionalization of Airbnb across Europe

Author

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Abstract

The rapid growth of Airbnb has created a regulatory challenge across Europe. While peer-to-peer and non-professional service provision is in line with the values and benefits attributed to the sharing economy, Airbnb also provides a platform for real-estate investors and professionals, whose activity is more controversial for local residents. Among the problems related to the professionalization of Airbnb are rising rents, increased numbers of tourists in already crowded city areas and unfair competition with the traditional hotel industry. Numerous cities introduced regulations to mitigate these negative externalities, primarily aiming at professional service providers.

The aim of this study is to examine the differences between accommodation provided by professional and peer Airbnb hosts. While the empirical literature provides some evidence on higher prices in the case of listings managed by hosts with multiple offers (multi-listings), there is a significant research gap on the attributes of professional and non-professional offers. This study contributes to the literature by an empirical analysis comparing single-listings, multi-listings and hotel offers.

The basis of the study is a novel dataset containing Airbnb and hotel offers from Booking.com in 10 major touristic EU cities (Amsterdam, Athens, Barcelona, Berlin, Budapest, Lisbon, London, Paris, Stockholm and Vienna) prepared by web-scraping. The dataset contains all available offers for 2 nights stays during the week and for the weekend as well. The analysis focuses on accommodation type, price and spatial characteristics, comparing single-listings and multi-listings to hotel and hostel offers. The study presents various descriptive statistics (share of listing types, prices, spatial dispersion) and data visualizations (price differences, price distribution, heat maps).

The results show that multi-listings are closer substitutes to hotel offers than single-listings, with more similar spatial concentration and price distribution. Multi-listings are characterized by significantly higher prices than single-listings, and the price difference between hotels and multi-listings is also lower. Moreover, the share of entire homes is higher among multi-listings.
The analysis has major policy implications for the debate on regulating Airbnb and suggests that multi-listings are characterized by higher negative externalities than single-listings.

From Chains to Platforms? Exploring the challenges of digital platforms for the global value chain-approach

Authors
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Abstract
Platform businesses, like Uber or Airbnb, are disrupting incumbent industries, goes a popular management mantra. Beyond a wealth of studies of the business models of these emblematic exemplars, studies on the actual transformation of incumbent industries and value chains have been rare up until recently (for notable exceptions, see Parker et al., 2016 and Humphrey, 2018). Taking up this research challenge, our proposed paper seeks to elucidate how the rise of platforms poses challenges to the existing governance frameworks of the Global Value Chain (GVC) approach. We aim at demonstrating that platform- (rather than chain-) leaders control platform access instead of physical assets, and act as non-neutral intermediaries that orchestrate relations between different market actors (beyond supplier relations). More specifically, this study aims to explore how platforms, as a new governance mode, transform GVCs by combining literature on GVC governance (Gereffi et al., 2005) with accounts on platforms in economics (i.e. Rochet & Tirole, 2003), business studies (i.e. Parker et al., 2016), economic geography (i.e. Frenken & Schor, 2017) and new media studies (i.e. Gillespie, 2017, Van Dijk et al., 2018). Moreover, we seek to empirically substantiate our comparison of the GVC with the emerging platform governance mode with illustrations of two business-to-business (B2B) platforms RIO (initiated by the Volkswagen's TRATON Group, a producer of trucks and buses) and MyJohnDeere (set up by the manufacturer of agricultural machinery, John Deere). By focusing on B2B-platforms we move beyond the widely studied Business-to-Consumer (B2C) and Peer-to-Peer (P2P)-platforms (like Uber, Airbnb or Facebook), and seek to advance our understanding of possible transformation trajectories of GVCs.

Key words
Global Value Chains, governance modes, digital platforms

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Session 1d
Legal Issues

Actual problems of contract law in sharing economy

Author

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Abstract

The development of social relations leads to changes in traditional institutions and the emergence of new institutions, which, on the one hand, is due to the rapid development of technologies, their widespread introduction into everyday life, and, on the other hand, the strengthening of crisis phenomena in the economy, ecology, and other spheres of human activity. Environmental problems and limited resources are gradually changing the attitude to the culture of their consumption: there is a trend of transition from consumer society to the sharing economy, characterized by the collective use of goods and services. These trends are evident in various areas, including transport infrastructure, ownership and use of real estate, etc.

At the same time there are some legal issues about sharing economy. It is important to determine the nature of contracts that arise between users and owners of services, as well as directly between users, to establish the rights and obligations of the parties, the scope of their responsibility, which requires a more detailed study of the problem. The possibility of applying the consumer protection legislation to this relations is another problem. The litigations concern to sharing economy in Russia related to this issue (for example, case of car-sharing services, ets). There is a problem of liability insurance contractors, service providers, etc.

The emerging models of cooperation are not perfect. Starting with the problems of protecting personal and other information and ending with the absence or minimum of guarantees, both in relations with consumers, and in relations with executors (drivers, landlords, lenders). In this regard, the problems need detailed legislative regulation.

The scientific novelty of this research lies in it uniqueness in the sphere of sharing economy, which practically does not have legislative regulation in Russia. We believe that agreements and contracts in the sharing economy have unique features that differ it from the traditional contract forms (public contract, traditional rental agreements, tenancy agreements, etc). The principles of freedom of contract and good faith acquire new importance in connection with sharing economy.

The role of trade marks in the sharing economy

Author

Marta Cernadas Lázare

Abstract

Sharing economy poses many legal challenges in different areas of the law, such as tax regulation, consumer protection and competition aspects, among others. The novelty of this kind of consumption has provoked that the law is unprepared to tackle the complex issues resulting from its emergence: the regulation is a step behind reality.

In this uncertain legal context, there are many topics that have still not been analysed. One of them is the role of the trade mark in the sharing economy. This specific aspect is of paramount importance in order to understand the new model of consumption.

The platforms of sharing economy use trade marks to identify and differentiate their services from those of other enterprises. In this respect, the essential function of the trade mark -to guarantee the identity of origin of the marked goods or services- plays, of course, an important role. But what is significant about the sharing economy consumption model is that other functions of the trade mark play an even more relevant role. The reason is easy to understand: transactions in these kinds of platforms are usually carried out among strangers, so the reliability of the platform is essential for the transaction to be completed.

Taking the example of Airbnb and Blablacar, not many people would offer their apartment to strangers or get into the car of a stranger if they don't have some kind of assurance. And here is where trade marks have such an important role to play, inspiring confidence to the consumers to acquire the services offered in the platform. As it can be seen, the essential function of the trade mark is superseded by secondary functions, in particular, that of guaranteeing the quality of the goods or services in question and those of communication, investment or advertising.

Research question

Which is the role of the trade marks in the sharing economy? Have the functions of the trade mark changed in this new consumption paradigm? Should Trade Mark Law be reformed to adapt to this new situation?

Methodology

The methodology of this research is the proper of legal studies. The legal sources and academic writing have been analysed to evaluate if our trade mark system is in accordance with the reality of the sharing economy.

Results

The main result obtained is that the functions of the trade marks have undergone a shift in the new consumption model of the sharing economy. In this new model, the traditional essential function of the trade mark falls in a second position and other functions take on the leading role. A change in Trade Mark Law to adapt to the new model should be carefully considered.

The Legal Implications of the Sharing Economy in an Island State - The Case of Malta

Author
Jasmine Farrugia - University of Malta

Objective & Research Question
The aim of this paper is to examine whether the existing laws in Malta can be applied to the sharing economy or is there is a need for specific regulation to control the sharing economy?

Methodology
A qualitative approach is being applied to conduct this study. However, interviews and consultations with the relevant actors of the sharing economy and affected stakeholders are also an integral part of this study.

The study identifies and assesses the regulatory provisions that are being challenged by the sharing economy. The author has chosen to focus on Malta's employment laws, rental laws, tax and VAT regulations. This is especially important in light of the current legal uncertainty in Europe about how to regulate platforms and intermediaries that form part of the sharing economy.

Theory
In Malta there are around 4,000 properties listed on Airbnb. The Malta Hotels and Restaurants Association (MHRA) has publicly expressed that Hotel companies are held to higher standards and pay extra taxes compared to Airbnb listings. This is leading to a debate whether the sharing economy should be regulated better to ensure fair play.

Sharing economy businesses like Airbnb and Uber operate within legal grey areas, simply because existing laws are still catching up to how these businesses work. Nonetheless, the concept of sharing is not relatively new for Malta, as the practice of renting a room in your accommodation has long being exercised in Malta since our economy is based on tourism. What is new for Malta, is the creation of digital and online platforms that are acting as intermediaries for this growing economy. Thanks to technological advancements anyone can be part of this economy. Car owners can easily sign up with a ridesharing platform, however, does that make them contractors or employees? These are still unanswered questions as there is lack of literature regarding the sharing economy in Malta, hence this paper aims to inspire and encourage more literature and research.

Main (tentative) results
My study will be finalised in May, thus I would be delighted to share my findings during this international workshop. The results will address the dilemma of tax collection, whether individuals engaged in sharing platforms are contractors or employees and how to have a fair non-collective accommodation market.

The Prosumeter - Measuring consumerism in the sharing economy - a design for an empowering, informative tool

Authors
By the Working Group on the Sharing Economy at the Rijksuniversiteit Groningen Faculty of Law
Members: M. Loonstra, M.A. Meenhorst, K. Zwiers, E.L. Heerema, D. E. Colenbrander, D.J. Pilat, E. Wesselink, dr. R. Koolhoven

Abstract
The sharing economy offers both opportunities and challenges. Platforms that create markets for the temporary use of underused assets - such as Airbnb and Peerby - may contribute to a transition to a circular economy in which we intensify the use of what is already there. Offering temporary use on a larger scale used to be a professional business activity, but platforms enable consumers, platform users acting outside the scope of their profession, to do the same. Amidst these developments, consumer legislation and information duties still use the notion of 'professional' on the supply-side and 'consumer' on the demand-side.

Unfortunately, there is no clear division between these two notions. The division is assessed on a case-to-case basis dependant on a number of factors. Therefor, consumers who start providing services and become successful, risk being perceived as 'professional'. This shift goes hand in hand with an increase of duties vis-a-vis the consumer on the demand-side. Because consumers typically lack the scale, experience and resources to comply with consumer protection regulation, they should be able to know 'When do I cross the dividing line between the notion of 'consumer'-supplier and professional-supplier?'

At the University of Groningen, Faculty of Law, the Learning Community on the Sharing Economy mapped all factors that play a role in determining the capacity of participants in the sharing economy. These were framed to create a 'Prosumeter', a meter for the consumer-supplier who wants to know whether he is gradually becoming a professional. Relevant factors (planning, number of transaction, value, duration, type of service of product, registration, etcetera) were found through an analysis of European and national legislation, Guidance documents, case law and legal literature.

The 'Prosumeter' is meant to function as an informative tool, providing 1) an indication of someone's position on the aforementioned consumer-professional scale and 2) reference to publicly accessible sources that help him assess his personal situation and the applicable legal framework further.

Session 2a
Cooperation

Practices of sharing – civil competences and potentials within collaborative consumptions: On the example of a collaborative soup kitchen

Author
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Abstract

In the context of my PhD thesis "Practices of Sharing – Civil Competences and Potentials within Col-laborative Consumptions" I want to investigate micro-sociological aspects in the realization of sharing processes. Therefore, I participated in selected projects dealing with sharing such as community gar-dens, ride sharings, coworking spaces and accommodations using AirBnB as well as collaborative soup kitchens. In these occasions people get together in order to collectively use resources in face to face situations.

My main interest on this occasion is to understand which social ways of dealing with each other are framing situations of sharing: How do people negotiate in initially urgent questions of trust, division of labour, fairness or general orientation of a project of sharing?

Some of these topics like trust are in some parts well known aspects in scientific approaches related to the Sharing Economy. However, answers to the question, how these aspects find their theming (or even their denying) within social situations are vanishingly small.

In my contribution I aim to address these questions on the example of a collaborative soup kitchen. These weekly cooking events are characterized by gatherings of relatively large groups with up to 40 people who typically are strangers to each other. Usually a buffet is prepared from ingredients that were "saved" from trash cans of nearby supermarkets. In these processes the questions on coordination, e. g. what meal will be cooked by whom or which of the "saved" ingredients are still edible and which should in fact be thrown away are of a specific sociological interest.

My main result in this particular case is that most of the observed practices can be summarized un-der the concept of social harmlessness: Strikingly most decisions during the evenings were not made in agreements and discussions but were carried out in an individual and separated, non-confrontational way "en passant". By making individual decisions and splitting the cooking process in small independent units the shared work can proceeded without the prevalent strangeness becoming a problem that would have to be solved by developing common goals.

On this case can be shown that certain parts of the Sharing Economy are sociologically based on deal-ing with strangeness in a way that bypasses the strangeness itself as a problem and allows acts of sharing in a temporary meeting Consequently, there are no further obligations for the participants within the relation, because strangeness can be kept up easily.

Governance mechanisms in non-monetary platforms of collaborative consumption

Author

Janaina Schiavini

Abstract

This study aims to analyze the influence of different governance mechanisms in cooperation and the moderating effect of disposition to trust in non-monetary platforms of collaborative consumption. There is a research gap on the problem of cooperation in collaborative consumption, and studies about the mechanisms that solve this problem are urgently needed (HAMARI ET AL., 2015, MARTIN, UPHAM & KLAPPER, 2017). Also, the continuity and survival of non-monetary platforms need to be investigated to understand the conditions under which social dilemmas are solved (COOK & STATE, 2017). It is known that sanctions increase cooperation in collaborative consumption communities and that their supporters have more distrust in strangers than non-supporters (HARTL, HOFMANN & ERIKIRLER, 2016). However, we questioned whether motivational mechanisms, such as communication, can have a positive and perhaps greater effect on cooperation, since information transparency can be one of the essential elements in the creation of trust. Thus, this study seeks to test four hypotheses:

- H1: In the absence of governance mechanisms, cooperators have more disposition to trust than non-cooperators.

- H2: The introduction of sanctions has greater influence on individuals with lower disposition to trust.

- H3: The introduction of communication has greater influence on individuals with high disposition to trust.

- H4: The introduction of communication has a greater impact on cooperation than the introduction of sanctions.

To test the hypotheses, this study will perform an within-subject design experiment of 3 (governance mechanisms: no governance x sanctions x communication) x 2 (disposition to trust: low and high). Participants will fill na experimental questionnaire with vignettes, indicating how likely they would cooperate before and after the introduction of governance mechanisms, while the level of disposition to trust is mensurated. This study is in a pre-test phase, for calibration of the manipulations. Five pre-tests where made with more than 150 people in Brazil. The next phase will be to collect data, which will happen in March and April of 2019. This research will contribute to the knowledge of consumers' attitudes towards governance in the collaborative consumption of non-monetary platforms, such as Peerby, helping them to promote better regulation of their community. This research also contributes to

studies that investigate non-monetary platforms, since the social dilemma here is even more challenging, as there is no financial incentive.

Social regulation as a measure to prevent conflicts in community gardens

Authors
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Abstract
Besides the benefits of the sharing economy, it turns out that sharing is often associated with problems. People may behave egoistically and benefit without contributing anything to the community they share goods with. As a result, this leads to conflicts and in the worst case to an end of the sharing activity. Especially sharing communities like community gardens which rely on self-regulation may suffer from uncooperative behaviour. To prevent conflicts and ensure cooperation in those communities it is important to investigate which forms of social regulation can be used. To address this research aim 94 members of community gardens filled in a survey and answered questions on used regulation, trust, conflicts, conflict resolution, and sense of community. Furthermore they reported the last ongoing conflict in their community garden. Regression analyses reveal that harsh forms of regulation are related to higher potential for conflicts, while trust is related to less conflict potential. Additional analyses point out that soft forms of regulation are associated with less conflicts, better conflict resolution, a higher sense of community, and more trust in the community. Furthermore, a correspondence analysis of the reported conflicts supports these results. Therefore, we advise to use soft forms of regulation and provide community members with support and information, instead of trying to prevent conflicts and achieve cooperation through controls and punishment. This will help to maintain the sharing activity and as a consequence will help to foster sustainable development.

Social dilemma's in the sharing economy

Author

Rense Corten

Abstract

While it is widely acknowledged that trust plays an important role in the sharing economy, it is often confused with other strategic considerations related to cooperation in sharing economy interactions. In this paper I propose that social dilemma research, rooted in game theory, offers a rich and flexible theoretical framework for studying sharing economy interactions. I sketch applicable models that may involve trust as an important feature of many sharing economy interactions but also highlight other strategic considerations that superficially look similar to trust problems but may be understood more fruitfully by alternative models. More specifically, I discuss various types of two-person dilemmas such as the Prisoner's Dilemma and the Trust Game, but also N-person dilemmas, including common pool problems, exchange systems, and club goods. Solutions to the cooperation problems implied by these dilemmas are also discussed. I conclude the paper by sketching some promising directions for future research.

Session 2b
Mobility

Stocktaking and assessment of Urban Circular & Collaborative economy initiatives

Authors

Lison Rabuel - Lucas Porsch - VVA

Topic/research question

This research project is conducted by the Brussels-based consultancy VVA, in consortium with ÖIR GmbH and shareNL, on behalf of ESPON EGTC, a European research programme on territorial cooperation.

Its objective is to **analyse the impacts of urban circular collaborative economy initiatives** in different European territories. Urban circular collaborative economy initiatives are defined as collaborative economy initiatives that support the circular economy (i.e. better use and optimisation of resource) in cities.

Methodology

The study builds a conceptual framework to define typologies of collaborative and circular economy initiatives, assess their impacts, and analyse the influence of territorial characteristics and policy framework on their development (see the figure below).

Figure 1: Draft conceptual framework
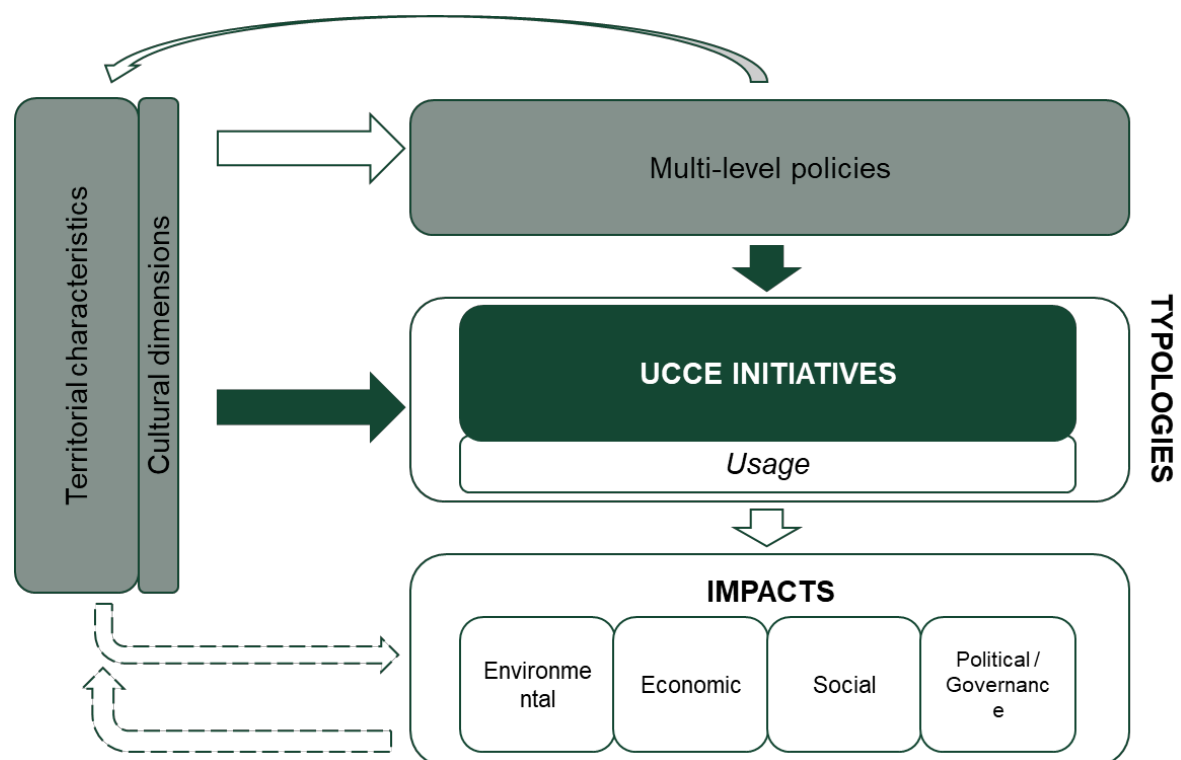
The study will collect data on the elements of the impact chain: number of initiatives present in the territories, usage, territorial and cultural characteristics, and policies.

The study will use a sequential methodology in order to assess impacts: 1) defining criteria that will allow to differentiate between the initiatives; 2) distinguishing typologies of initiatives; 3) associating indicators to measure the impacts of such initiatives.

Figure 2: Sequential methodology for the definitions of indicators
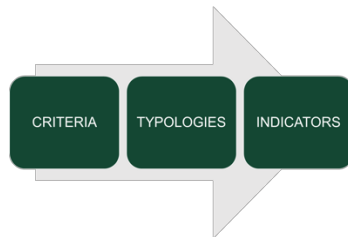
While the study covers the EU-28 and EFTA countries, **data will be collected across six territories only**: cities of The Hague (Netherlands), Prato (Italy), Maribor (Slovenia) and Porto (Portugal), the Flanders Region (Belgium) and Greece. These cities form the consortium which requested the study to ESPON EGTC.

The study will use the following **methodological tools**:

- Literature review of existing definitions, typologies, and assessment of impacts of the collaborative and circular economy;

- Screening of European, national, regional and local databases;

- Interviews with stakeholders in the territories;

- Workshops with organised by shareNL in the different territories.

In addition, the study will launch a website allowing initiatives to self-register, following the example of the I-Share Atlas in Germany.[1]

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[1] https://www.i-share-economy.org/atlas

Main results

The expected results of the study are:

- Mapping of urban circular collaborative economy initiatives in the territories and classification into typologies (e.g. bike sharing, car sharing, short-term rental, co-living, community gardens, energy cooperatives, swapping goods initiatives, etc.);

- Assessment of impacts and correlations with territorial characteristics and policies;

- Recommendations for policymakers on how to increase positive impacts of initiatives and mitigate negative ones.

At the end of the IWSE, we expect to present interim results of the study: definitions of typologies and impact indicators, and preliminary results of the data collection.

Implications of car sharing practice on households' travel patterns – do people drive more after staring car sharing, and what about other possible rebound effects?

Authors

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Abstract

Several international studies have shown the car sharing can reduce the number of vehicles on the road, vehicle kilometres travelled, or car ownerhsip (e.g., Shaheen and Cohen, 2007; Kent, 2013; Nijland & van Meerkerk; 2017). However, Lyons et al. (2017) point out that a potential rebound effect of car sharing is that it can attract non-car owners away from active or public transport modes; and that "little is known on how shared mobility adoption affects daily mobility and lifestyles on a disaggregated level" (Lyons et al., 2017: 251). This paper addresses these issues, for instance how car sharing influences households' mobility practices on a micro level; if it reduces private car usage, or instead carries with it undesired rebound effects such as car usage on the expense of physically active or public transport modes.

To address these issues, focusing on the case city Oslo in Norway, a mixed-method approach combining quantitative and qualitative data was used. Quantitative data consisted of samples from an online survey of 1800 car shares, and a parallel survey of the general population with 1300 residents in the Oslo region. The analysis of the survey data was combined with an analysis of 36 in-depth interviews with car sharing households in the Oslo-region to get a deeper insight in households' mobility decisions and practices, and why they act as they do. Based on the three data sources we investigated if car shares in Oslo drive less, and use as much (or more) public transport, walking or biking in their daily mobility than before they started car sharing, and how their mobility practices compares to the general population's. Moreover, we analyzed if the type of car sharing scheme used, such as P2P, B2C or cooperative models had any bearing on how car sharing is used.

The results show that, with some exceptions, car shares in Oslo drive less, and they use as much or more public transport, walking or biking than before they started car sharing. They also drive less and use more sustainable transport modes than the general population. Therefore, in general, the results do not show evidence of the undesired rebound effects of car sharing in Oslo. 2

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How an ambiguous concept performs its network: The case of mobility-as-a-service

Authors

Gianluca Chimenti - Stockholm School of Economics, Stockholm, Sweden

Abstract

There has been a canonical surge of social science research highlighting the diversity of sharing economy concepts. This diversity ranges from 'collaborative consumption' via 'crow-based capitalism' to 'peer-to-peer economy', attempting to frame various practices employed across markets. However, while these attempts to frame ongoing practices mirror different realities, they also contribute to the confusion about what the sharing economy constitutes and what it doesn't.

In this paper, I extent Frenken and Schor's recent commentary about the performativity of the concept, and argue that it is precisely this performative character of the sharing economy, including its semantic variations, that leads to diverging practices across markets. I therefore specifically ask: How does the ambiguity of the sharing economy lead to those diverging practices? And how, in turn, do these practices influence the controversial debates by policy maker, practitioners and other concerned stakeholders?

Empirically, this study focuses on the shared mobility market in Sweden to examine how it witnesses change instigated by the very ambiguity of the notion 'sharing economy' itself. In particular, the focus of attention lies on how established car manufacturers (e.g. Volvo), regulators, city councils but also activist groups response to the ongoing confusion. In order to guide the empirical inquiry, I follow a heuristic practice model of markets as constituted by three interlinked types of practices (Figure 1): Exchange practices comprise activities that contribute to the consummation of individual economic exchanges (e.g. how do car manufacturer change business models?). Normalizing practices establish normative objectives for how regulatory frameworks are challenged (e.g. how are political actions undertaken to establish rules and regulation?). Representational practices generate images of the market by capturing observations of selected economic exchanges (e.g. what is exchanged, at what price, by whom?).

While efforts to generate accurate representations or mappings of the sharing economy have been popular proxies, I suggest an ontological shift towards a constitutive understanding of sharing concepts. I thus set out to typify the effects that ambiguous sharing concepts have on actors that try to respond to the current paradigmatic shift from ownership to access; how sharing concepts they are

conceived, used, abused and put into practice in re-shaping already existing structures.
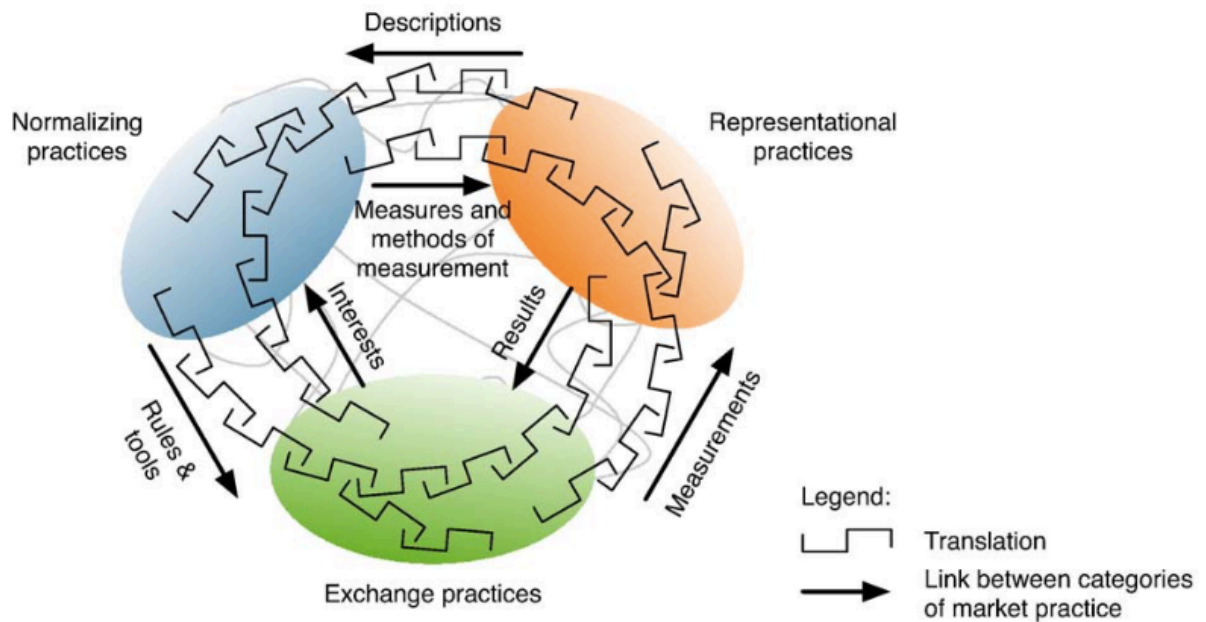
Figure 1 - The heuristic model of markets as constituted by practice (Kjellberg and Helgesson, 2007)

Finding the right policy measures to reach 100,000 shared cars - insights from an expert workshop

Authors

Karla Münzel, Wouter Boon, Koen Frenken - Innovation Studies, Utrecht University

Abstract

Carsharing, i.e. users share access to a car, is a mobility innovation that has been growing since the 1990s. Carsharing is found to have a positive influence on multiple urban problems, through e.g. reducing the number of cars and parking spots needed, reducing the number of kilometers driven by users, reducing emissions and congestion as well as increasing access for underserved groups. Although faster growth in the number of shared cars and carsharing adopters has been realized in recent years it still plays only a minor role in the overall mobility system and has reached only early adopter groups. Governments, companies and other actors are searching for ways to upscale carsharing to play a larger role in the mobility system. An example showcasing this ambition to upscale carsharing is the 'Green Deal Carsharing' in the Netherlands. A group of diverse stakeholders of governmental organizations on local and national level, companies active in carsharing and the wider mobility sector as well as non-governmental organizations such as environmental groups have together negotiated the 'Green Deal Autodelen'. The Deal aims to have 100,000 shared cars and 700,000 carsharing users in the Netherlands by 2021. Because barriers for scaling up carsharing include the lack of policies incentivizing carsharing (e.g. taxes incentivizing car ownership and business cars or high parking norms) and lack of collaboration between actors (no aggregation of services possible) measures need to be identified that can help the upscaling process of carsharing. To investigate which policy measures might work, we organized an expert workshop where a broad range of possible measures is discussed between various stakeholders. Experts from governmental institutions (local, regional and national level), the automotive sector (including carsharing, dealers, leasing organizations) and knowledge experts (from universities and consultancies) were invited to discuss measures to upscale carsharing. Participants discussed measures, ranging from including carsharing in the spatial planning of a new neighborhood, initiating carsharing experiments to setting up collaborated marketing efforts. They then placed them on a timeline, rated their importance and added or discarded measures. Reasons and effects were discussed as well as barriers and the role of different actors in carrying out new measures. Outcomes of the workshop are reported and disseminated to inform policy makers, companies and advisors when making decisions related to carsharing. The workshop will possibly be followed-up by more meetings within the Green Deal network.

Session 2c
Business Models 2

Incumbents and business model innovation for the sharing economy: implications for sustainability

Authors

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Abstract

In addition to fostering the rise of new players in various sectors, the sharing economy has attracted the attention of established companies, the so-called 'incumbents'. A number of incumbents have joined the sharing economy to both reap its emerging opportunities and tackle newcomers' competition. The entry of incumbents comes at a time in which the sharing economy, still in its initial stages, is the 'battlefield' between actors defending its original sustainability promise, based on the efficient use of resources, social bonding, non-monetized relationships and power of the communities, and those supporting the need to compromise on the principles, to ensure the sharing economy's expansion (Acquier et al., 2017; Frenken and Schor, 2017; Martin, 2016; Murillo et al., 2017). Given incumbents' size and power, their entry is likely to significantly affect the shape of the sharing economy. Our study captures the nature of incumbents' engagement in the sharing economy, suggesting that they have started to enter the sharing economy by making different kinds of changes to their business model. We developed a typology of business model innovation for sharing (see Table 1), stemming particularly from the literature on sustainable business models.

		CONTENT OF BUSINESS MODEL INNOVATION FOR SHARING			
		Adaptation of individual business model element			Addition of an entire 'new' sharing business model
		Value proposition	Customer interface	Business infrastructure	
MODE OF BUSINESS MODEL INNOVATION FOR SHARING	Internal development	[1] Sharing value proposition developer	[4] Sharing customer interface developer	[7] Sharing business infrastructure developer	[10] Sharing business model developer
	Partnership	[2] Sharing value proposition co-creator	[5] Sharing customer interface co-creator	[8] Sharing business infrastructure co-creator	[11] Sharing business model co-creator
	Acquisition(s)	[3] Sharing value proposition integrator	[6] Sharing customer interface integrator	[9] Sharing business infrastructure integrator	[12] Sharing business model integrator

Table 1: A framework for analyzing incumbents' approaches in the sharing economy

Through an extensive data collection from publicly available sources, we compiled a list of cases of incumbents' engagement in the sharing economy. The data collection yielded at least 106 cases of incumbents' engaging in the sharing economy. We then positioned the identified cases into our typology and deduced their likely/expected sustainability impacts. We did so by considering the sustainability-related promises and distortions of the sharing economy highlighted by prior studies, in light of the

defining features of incumbents identified by existing literature. For each case, we thus reflected on whether the core characteristics of an incumbent would likely help realize the sustainability-related promise that the sharing business model should attain or would rather amplify existing drawbacks or engender new ones. Our results indicate heterogeneous effects of incumbents' entry on the sustainability of the sharing economy. For example, if the incumbent adds sharing services to strengthen its existing 'conventional' value proposition and thus to increase product sales and consumption, it is unlikely that this business model innovation leads to higher environmental value creation. There may, however, also be positive sustainability implications, for example if incumbents' business infrastructure is reshaped in line with original promises of the sharing economy.

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There Are Platforms As Alternatives (TAPAS): Towards new business models and forms of labor

Authors

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Abstract

The notion of "sharing economy" is used to denote a set of specific arrangements mostly based on digital platforms that interconnect actors and thus enable them to exchange goods and services, monetised or not. However, not all transactional digital platforms obey the same logic. Some of them follow the logic of property-based development and rationalise their action in line with market economy principles, while others incorporate ethical questions and fairness concerns into their rationale. Whereas platform companies are characterised by vertical governance with most of the value created being appropriated by the platform intermediary, sharing platforms are organised more horizontally and distribute bundles of rights over the created resources according to the logic of the digital commons (Ostrom, 1990). They thus mark out a field with the potential to emancipate itself from purely commercial principles so as to better respond to the imperatives of social and environmental sustainability, by mobilising a plurality of economic principles (Polanyi, 1978) and creating linkages with social and solidarity economy initiatives (ESS) and digital commons initiatives.

Yet, questions arise concerning the development of these sharing platforms, their capacity to exist on their own, and their association and links with the market economy. Can sharing platforms promote the development of another kind of economy based on solidarity and with original features, or are they doomed to be absorbed by the Internet's large predatory actors?

Based on an ongoing empirical study of various French sharing platforms, this communication aims to:
- identify and produce a first mapping of original business models that enable the sustainable development of sharing platforms, understood to be a new kind of enterprise
- propose a first analysis of the nature and forms of digital labour (Casilli, 2019) mobilised by sharing platforms and the ways in which they are able to integrate participation in decision-making, activity organising, compensation and protection so

as to meet the needs of the people involved and ensure the respect of rights and solidarity between users and workers

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The interrelated tensions of the collaborative consumption paradox

Author

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Abstract

The aim of the paper is to identify, describe, and categorize the persistent contradictions and tensions between interdependent elements of the collaborative consumption phenomenon (i.e. P2P exchanges facilitated by online platforms) and highlight their contradictory and oppositional nature. Paradox theory was used in management research to investigate how organizations thrive through dynamic yet persistent tensions (Putnam et al. 2016; Schad et al. 2016). There are potential benefits in addressing collaborative consumption in a non-exclusionary, both-and approach, particularly regarding the opposite concepts of sharing (i.e. non-monetary, communal norm) and market exchange (i.e. profit-oriented, economic norms) often used in marketing research to investigate this phenomenon (cf. Belk 2014; Habibi et al. 2016).

The findings from studying a set of platforms (i.e. primary and secondary data were collected) concern the four types of paradoxical tensions (cf. Schad et al. 2016; Smith and Lewis 2011). First, the tensions of belonging (i.e. between self-expression and group affiliation) manifest from the communal/exchange relationships between participants who relate to each other as friends/strangers, and expectations of generalized/direct reciprocity. Second, the performing tensions (i.e. contradictory interests between multiple stakeholders) concern the pro-social/economic goals for collaborative consumption, and when organizations adopt a grassroots model to develop local communities vs. firms striving for economic utility, efficiency, and convenience. Third, the learning tensions (i.e. between the old and the new) result from communities of practices and grassroots movements that are stuck in the past and failing to adapt to new technology, platform business models, and consumer demands vs. some firms that might have jumped too quickly on the gig economy bandwagon, while forgetting that humans are at the core of P2P exchanges. Fourth, the organizing tensions (i.e. conflicting demands of organizational processes and structures) emanate from the vision that everything could be shared, without any individual possessions, and where shared goods are used by the community without underutilization vs. the potential economic benefits from rental, where the acquisition of goods is encouraged in order to be further monetized (e.g., car leasing for ridesharing and P2P car rental platforms).

As paradoxes incorporate features of irony as a way to cope with apparently absurd contradictions and incongruent tensions, it is no surprise that collaborative consumption was dubbed with the oxymoron "sharing economy." To conclude, the phenomenon should not be conceptualized as either sharing or market exchange,

but considered as a whole with persistent tensions that balance over time where practices are constantly shifting on a continuum (cf. Belk 2014; Habibi et al. 2016). As a paradox existing on one continuum, "these elements define one another, such that they can never be fully separated. The elements signify two sides of the same coin" (Schad et al. 2016, p. 16).

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A Different Path to Ecosystem Strategy: The Case of Platform Cooperatives

Author

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Abstract

A platform depends on an ecosystem comprised of multiple stakeholders. While each ecosystem member (e.g., worker, user, investor) is important (e.g. Jacobides, Cennamo, & Gawer, 2018; Gawer & Cusumano, 2008), the success of platforms (e.g. Uber, TaskRabbit, Deliveroo) has been primarily attributed to their ability to drive network effects (Shankar et al., 2013; Srinivasan & Venkatraman, 2010). Indeed, platforms operating in the realm of the socalled platform capitalism (Davis, 2016) have standardized their services, enabling replicability across multiple geographic regions.

The approach of standardization has, however, not always worked out. For instance, Uber's failure in the Asian market has mainly been attributed to strong competition from Grabb – a ride-hailing app that was much better acquainted with the local culture. This points to the fact that adaptability is very important but at the same time very difficult to achieve with platform business models, which on the one hand can use digital technologies to drive network effects in a way that multinationals could not, but on the other hand adaptability becomes increasingly difficult and costly. Put differently, there is a tradeoff between two elements of platform strategy: platform size and platform identity (Cennamo, 2018). Platforms need to worry about both, but usually they invest more heavily in one element, such as 'size', which has clearly been prioritized by 'platform capitalist' organizations. Their identity, on the other hand, has remained relatively uniform across the regions in which they operate.

However, recent years have seen an emergence of platform cooperatives – platforms owned and governed by its users, workers or both. They stand in sharp contrast to platform capitalist organizations as the strategy they employ is driven by identity and ideological principals. This is reflected in their governance structure of co-ownership and joint decision making, but also in terms of products (e.g. Partago advocates for electric car sharing as a greener solution).

Therefore, governance can also affect the two elements of platform strategy: size and identity. Thus, this paper seeks to answer how do platform cooperatives govern its ecosystem comprised of multiple stakeholders and how does that affect platform ecosystem strategy? To answer this question, this paper employs a comparative

case study design of two platform cooperatives, differentiated by the type of network effects they exhibit: local vs. global. Data collection will include interviews with multiple stakeholders, comprised of board members of the cooperatives, workers, and users, as well as politicians and renowned experts on the topic. In addition, secondary data will be collected to complement the findings. To analyze the data, we will follow the comparative case study approach as put forward by Eisenhardt (1989). This study makes three important contributions. First, this study contributes to the strategy literature more generally, which has called for better understanding of digital strategies (Cennamo, 2018), by unraveling governance structure as an important dimension having an impact on platform ecosystem strategy. Second, this study contributes to the literature on new organizational forms by explaining how different strategies can enable coexistence of a radically different organizational form and ways to achieve it. Finally, this study contributes to the growing body of the platform economy literature, which lacks understanding of alternative organizational forms - platform cooperatives more specifically, which can present a viable alternative to the dominant organizational form in the platform economy.

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Session 2d
Institutions 1

Digital platforms at the center of a "theoretical representations crisis:" case study of the mobility sector in France

Author

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Abstract

In January 2019, Amazon became the first market capitalization on the New York Stock Exchange, ahead of Microsoft. For the first time a marketplace–a digital platform–was taking the lead in the digital economy sector. These new intermediaries are shaping the functioning rules of this market economy (sometimes called "platform capitalism," Srnicek, 2018) and challenge economics methods. Thus, platforms can be considered as the center of a "theoretical representations crisis" and raise the following question: Are the current tools provided by economic theory adequate enough for an accurate understanding of new governance issues, particularly those of the distribution of powers in the different business models of digital platforms?

Since Rochet and Tirole's pioneer research on two-sided and multi-sided markets (2003), platforms have been the subject of much research in economics and management (Boudreau & Hagiu, 2009; Tiwana & Alii, 2010; Tiwana, 2013; Choudary, 2015; Evans & Schmalensee, 2016; Benavent, 2016). Whether it is to build typologies, or to analyze the diverse business models, the reconfiguration of value chains and their socio-economic impacts, these approaches acknowledge the existence of massive disruptive effects. The results are new forms of economic activity organization, far from the classical theoretical representations of the industry, particularly regarding the identities and behaviors of the economic actors involved. Often qualified as "hybrids" (on a spectrum between hierarchy and market, Sundararajan, 2012), digital platforms lead us to think of conceptual innovations and new approaches of enterprise governance. These are necessary to comprehend power distribution in economic relations, which are no longer "over-the-counter" but at least triangular. Indeed, platforms, as digital architecture organizations, have specific coordination abilities that create new forms of control on economic activities.

The article statement, based on a monographic work, will expose how different economic theories have conceptualized the significant changes observed in the mobility sector in France, underlining their weaknesses to understand platforms as reticular organizations of the value creation that are based on a distributed digital system. From then, I will stress the need of a power relations analysis in order to understand the particular way platforms are changing the

market functioning rules, particularly through the price fixing algorithms. These will help us understand the allocation of roles in platforms' architectures and how "digital capabilities" are organized to promote new power–and value–distributions.

Keywords
Platform; Digital economy; Platform Capitalism; Platform Governance; Business model; Price fixing; Mobility

Collaborative economy in social media – Collective action in Sweden

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Abstract
This paper assesses the role of social media to enable collective action, that is, parties' attempts to change behaviour in such a manner that a common goal is achieved. It studies collective action in the light of the sharing economy and some parties' attempts to reverse the commercialisation of the sharing economy and (partially) recreate it as a collaborative economy. This paper draws social media data for almost 36 months, from 14 March 2016 to 11 February 2019, generating a dataset of 11,553 social media posts for the sharing economy, from which a subsequent dataset consisting of 533 social media posts with reference to the collaborative economy was derived. Findings point at how the collective actors were caught between conflicting interests and chose to prioritise the marketing of their own services, rather than supporting the collective action movement. Increased transactional behaviours and difficulties to reach through counteracted the collective action idea. Based on these findings, we contribute to previous research by discussing ways in which digital technology facilitates or hinders collective action in the context of digitalisation.

Keywords
collective action; social media; collaborative economy; sharing economy; social media analytics

Your Uber Is Arriving Now: An Analysis of Platform Location Decisions through an Institutional Lens

Authors
Matthijs Punt, Jesse Van Kollem, Jarno Hoekman & Koen Frenken

Abstract
Location decisions of multinational companies are traditionally explained by the fit between organizational activities and local environment. Finding this fit is complicated for platform-based companies because their activities challenge local institutions rendering them not just illegitimate, but often also illegal. We analyze the institutional factors that drive the location decisions of Uber when introducing their controversial taxi platform uberX. The central question of this paper reads: What are the institutional conditions that affect Uber's decision to introduce their controversial uberX service in local markets around the world? We study how, besides national institutions, global and local cognitive legitimacy spillovers are associated with the time of introduction of uberX in cities worldwide. The analyses is based on time to event analysis and we build an Extended Cox model to study the role of these spillovers in Uber's rapid expansion to nearly 600 cities worldwide in a time period of less than seven years. We find that global spillovers occurred primarily between well-connected business centers, suggesting that business people acted as a key audience legitimizing Uber's controversial service. Local spillovers were generated by Uber itself through the prior introduction of legal Uber Black service, particularly at the start of Uber's expansion process when global spillovers were still limited. We end with implications for theorizing, management and government policy regarding online platforms.

Riding the ape train: the corporate co-optation process in the German car sharing market

Authors

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Abstract

Many sharing economy sectors have been founded by social movement organizations, but later co-opted by corporations. The sharing economy is also characterized by hype, macro-cultural excitement that strongly guides corporate attention and further encourages co-optation. We have only a limited understanding of the co-optation process of a social movement initiated market category during hypes. Our study addresses this issue by examining how co-optation process occurred in the German carsharing category from 1988 to 2015. We have collected a rich qualitative dataset including press releases of focal actors, newspaper articles, interviews and books on carsharing that we analyze longitudinally. We create a four-stage process model charting the roles of the social movement organization, corporations, and the media in the co-optation. Our results show that the social movement actors sow the seeds for the co-optation because they emphasize the pragmatic aspect of carsharing (e.g., cost savings and convenience) instead of the environmental mission of the movement. We also show that the media associates the services of corporations to the carsharing category in spite of resistance by both the social movement and corporations themselves. These findings lay the foundation for our theoretical contribution because usually social movements are assumed to fear corporate co-optation and therefore to emphasize their mission instead of the aspects of the movement that are easily marketable to mainstream audiences. Media, on the other hand, is assumed to adopt the meanings from the actors in the markets and not to be an active meaning maker. We argue that the active role of the media stems from the hype associated with the carsharing category.

Keywords

co-optation, categorization, market category, social movements, sharing economy, carsharing

Session 3a
Trust

Enabling sharing and resource efficiency among neighbours by comparing trust and social cohesion in Sweden and the Netherlands

Authors

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Abstract

The motivation and realization of basic psychological human needs, such as relatedness, control, and autonomy [1] are necessary for health and wellbeing. How design relates to the above, by enabling (or hampering trust and social cohesion) in the context of contemporary urban life – is our shared research question.

By focusing on sharing of resources and activities in Sweden and the Netherlands, we are able to make comparisons and address:
● The role that design and planning of shared resources (e.g spaces, urban commons, virtual platforms) play as enablers for social interaction, cohesion and initiatives in the local neighbourhood.
● The role of social cohesion/connectedness as an enabler for co-creation, design and success/sustainability of local sharing initiatives; as well as its effects on basic psychological human needs.

Our methods comprise both qualitative (questionnaires) and quantitative approaches (co-design workshops and focus groups), followed up by participatory design methodology through cocreation with households and focus groups. As researchers we make comparisons between two studies that are funded in Sweden and the Netherlands respectively: 1. Sharing Cities Stockholm, a testbed in the urban (eco)district Hammarby Sj.stad, as part of a national programme to explore the sharing economy in the context of climate transition [2] and 2. Samen Lokaal in Beweging, a research project in several urban districts in the north of the Netherlands, resulting in a methodology and toolkit to support local initiatives [3].

An initial baseline study showed a tentative dependency between social cohesion and sharing in both cases. The level of social cohesion affects what is shared; how much is shared; and how often sharing occurs. Noteworthy cultural differences were also found. In spring 2019, the Swedish study follows up with a questionnaire to five selected residential blocks, with varying levels of social cohesion, to more closely study the role that existing shared spaces and resources play for sharing between

neighbours. Further, co-design with focus groups will result in mockups of virtual spaces and resources (digital twins) and other triggers. In parallel, the Dutch study will distribute a second baseline questionnaire in two additional neighbourhoods and a first co-creation workshop in a third neighbourhood. During the remainder of 2019 and 2020 co-creation workshops will be held leading to new local initiative propositions.

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The author Gullstr.m (KTH) is project leader of the testbed in Hammarby Sj.stad, which

develops around a citizen initiative for which a local climate goal was formulated as part

of the project, www.hs20.se

3. https://www.linkedin.com/pulse/op-zoek-naar-verbindende-waarden-om-de-teversnellen-

geerte-paradies (2019 - 2020). The author Kort is a researcher in the Samen Lokaal in Beweging project.

The difference in generalized and direct reciprocity when comparing traditional and sharing economy hospitality industry

Authors

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Abstract

Mutual trust and reciprocity characterize economic transactions in the sharing economy. Previous research suggested a higher level of reciprocity in the sharing economy than in traditional economic settings. In this paper, we distinguish between generalized and direct reciprocity. Generalized reciprocity means that individuals who have received a favor feel obliged to return this favor to the general community. Direct reciprocity means that individuals who have received a favor feel obliged to return this favor back to the specific person from whom they received the favor. We examine whether generalized and direct reciprocity are stronger in the sharing economy than in the traditional economy. To test this hypothesis we conduct an experiment, manipulating direct and indirect reciprocity in traditional and sharing economy settings (2 x 2 design). We examine the effort put into returning the favor as a measure for reciprocity. Based on a scenario we are asking a convenience sample of approximately 150 participants to think of an accommodation they have booked via booking.com (traditional economy) or Airbnb (sharing economy). They then need to write a review addressed either to the community (of booking.com or Airbnb; generalized reciprocity) or to the specific host (hotelier for booking.com or accommodation giver for Airbnb; direct reciprocity). As soon as data collection has finished, we will count the number of words written in the reviews and additionally conduct a template analysis of the content of the reviews. We expect to find more words in reviews for Airbnb (sharing economy) than for booking.com (traditional economy), not only for generalized but also for direct reciprocity. Such a finding would confirm the claim of more reciprocity in the sharing economy than in the traditional economy.

In Sharing We Trust: The Shifting Meaning of Trust across the Access Spectrum

Authors

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Background

Unlike traditional business models, sharing economy employs a distinct two-sided market model with "access" as the primary logic of exchange. Extant literature acknowledges trust as a core imperative in such an environment. However, little is known regarding the meaning and nature of trust in this distinct context. We position our study at this crucially important yet understudied aspect of literature. Access implies temporary usage to a resource and includes both "rent" and "share" along a continuum. For example, while Uber & Airbnb can be classified as short term rentals; BlaBlaCar and Couchsurfing belong to the share side of the spectrum. The aim of this study is to understand the varying meaning and nature of trust along this access continuum.

Material and Methods

We adopt an inductive approach anchored in grounded theory for this study. 25 depth interviews with provider and consumer peers from ride sharing platforms operating in the southern part of India were conducted. These interviews generated 21 hours of raw audio data and close to 350 pages of transcripts. The subsequent analysis was conducted both manually and using NVIVO Ver-12 software.

Results

The study findings indicate that the meaning and nature of trust is varied and distinct across the access continuum. We identify that, while in a share exchange, the object of trust is anchored on the other peer; it is centered on the platform in the case of rent. This leads to a distinction in terms of the specific antecedents of trust in each case. In share exchanges, trusting belief on the other peer is cognitive, mutual and enabled through In-group identities and information availability. It progresses with familiarity & consistency of experience and potentially transforms to an affective state. This trusting belief is supported by trust on the platform. On the other hand, in rent exchanges, trust on the platform is cognitive, based around the reliability facet. With time, it progresses with consistency of experiences & meeting set expectations. It is ably supported by institution level trust. Trust on peer is virtually absent in this case.

Contributions

This study makes salient contributions to both academic and practitioner community. It improves our understanding of trust in the sharing economy by providing a foundation for modelling trust within specific exchange logics. Further, it re-iterates the persistent call in literature and practice to appropriately distinguish sharing economy from rental economy. It informs the practitioner community of the need to identify and safeguard trust as per their specific business model.

Who trusts whom in the sharing economy?

Authors

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Abstract

As the sharing economy has expanded and thereby increased its number of users and providers, trust has become increasingly central in its conduct (Ert, Fleischer, & Magen, 2016), following from needs to evaluate strangers as counterparts and based on misconducts among such parties (Öberg, 2018). In practice, trust is expected to be facilitated by the platforms, while evaluation tools include making users and producers less anonymous to one another (Wu, Zeng, & Xie, 2017). This paper elaborates on trust in the sharing economy related to one of its most well-grown platforms, Uber. The paper departs from Mayer, Davis, & Schoorman's (1995) antecedents to trust to explain how these materialize in the sharing economy, as well as how personal traits of peers affect the probability to trust other parties and thereby participate in the sharing economy. The paper adopts a quantitative, questionnaire approach (178 respondents, research conducted in Sweden) to address this issue. The paper points at how trust extends beyond trusting the platform as a facilitating party and links to trusting also the driver. Ability, benevolence and the trustor's propensity have positive effects on trust, while the trustee's willingness to take risks links to the trust construct. Contributions are made to research on the sharing economy through the in-depth analysis of antecedents related to trust, and through discussing trust as linked both to the trustee and trustor in such settings. The in-depth discussion on trust interlinks previous research on trust with the sharing economy as an empirical phenomenon and thereby provides a two-way bridging of concepts and theorizing that fosters developments of both areas of investigations.

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Session 3b
Environmental Impact

Environmental impacts of car-sharing: Life-Cycle Assessment

Author

Levon Amatuni

Abstract

Even though the promises of the environmental benefits of car-sharing could seem somehow intuitive, existing studies of such are not only scarce but either not complete or even inaccurate in some instances. Most significantly, the majority of the studies mistreat the 'modal shift' effect (not accounting for the changes in the actual distances travelled by various modes) or neglect the possibility of a change in a vehicle's lifetime mileage caused by its sharing (Martin & Shaheen, 2016; Nijland & van Meerkerk, 2017). Analysing such flaws as well as drawing on the previous research on behavioural effects of car-sharing participation, a comprehensive model for mobility-related yearly carbon emissions had been proposed. The model accounts for the distances travelled by other modes as well as for various scenarios for vehicle's mileage. In addition to that, a life-cycle assessment (LCA) approach has been applied allowing for the actual shared mobility related emissions to be estimated including manufacturing, infrastructure and fuel and use related components of the transportation system. As a result, for several cases of car-sharing platforms in Europe and North America, a significantly lower reduction of the yearly emissions has been estimated, around 11% on average, in contrast to the previous LCA studies in the field which reported 50% reduction on average (Chen & Kockelman,2016).

Environmental Aspects of Expanding Carsharing Activities: A System Thinking Approach

Authors

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Abstract

Carsharing platforms have become well known mobile apps in many cities all around the world and many people use carsharing facilities for their every-day travels. Various factors such as urban population growth and limitations in finding a proper parking space, as well as the easier access to shared cars, their relatively lower price compared with car rental services or using personal cars, the flexibility to use a different car to complete a trip chain and peace of mind regarding the maintenance or fueling the car have encouraged people to use carsharing instead of using personal cars. However, beside various advantages and positive outcomes, such activities have disadvantages and negative outcomes that should be considered together when assessing such activities in terms of sustainability aspects.

System thinking, which is a holistic approach to analyze system behavior over time, provides valuable tools in this regard, one of which is the Causal-Loop Diagram (CLD). CLD helps to visualize the interconnections among the variables in a complex system by using cause and effect linkages.

In this paper, urban traffic and its related environmental effect is considered with a special focus on carsharing systems and CLD is utilized to capture how various variables are interconnected in this complex system comprising of the subsystems for air pollution, population, carsharing fleets, personal cars, taxis, urban and sub-urban busses, private and shared bicycles, as well as car manufacturing activities. The reinforcing and balancing loops in the CLD provides a better understanding for the decision makers in the transportation field regarding the dynamics of environmental effects in case of changes in the level of carsharing activities over time.

Keywords

Carsharing, Pollution, Urban mobility, Causal-Loop Diagram (CLD), Sustainability.

On public opinion: perceived impact of p2p accommodation platforms in Europe

Authors

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Abstract

The sharing economy, supported by peer to peer (P2P) platforms, has changed the mobility, travel and hosting patterns, and has had a wider impact on urban landscape of Europe. The terms collaborative economy, sharing economy, and P2P economy are used to convey the same meaning (Ivanova, 2015): new business models in which participants in the service are both producers and consumers. Botsman and Rogers (2011) examined the concept of collaborative consumption in depth as a movement that proposes a socially enriched economy, where new business models and social innovation are the key drivers. In addition, P2P platforms are disrupting traditional industries by changing business rules. These new business models are also pushing the so-called new materialism, characterized by disruptive consumption models, a loss of relevance of traditional materialism and increased importance of values such as sustainability and authenticity. Sharing economy platforms increasingly cover important sectors of the economy such as accommodation, transport, household services, professional and technical services, collaborative finance, etc. P2P accommodation occurs when individuals offer, in exchange for money, a room or an entire house for short-term accommodation. Companies like Airbnb, HomeAway or Flipkey have been able to generate new accommodation options for people to stay in, without the need to create new assets or increase the number of human resources in the company. They have helped deliver greater market efficiencies, by improving the amount and type of accommodation offered, and by reducing prices, both of which is beneficial for the end user. On the other hand, by removing property from the long-term rental market, P2P accommodation platforms contribute to the increase of rents as supply and demand diverges. Also, neighbourhoods are transformed with the arrival of tourists. The nature of the impact of the sharing economy at different levels has attracted media attention and interest from the general public. This study aims to provide a cross-country analysis of the public opinion on the core impacts of P2P accommodation platforms among European regions. By using a quantitative approach, this research sheds light on people's perception of the impact of P2P accommodation platforms in several European nations, namely Croatia, Italy, Norway, Spain, and the UK. The results provide a comprehensive view of public opinion on the core impacts of P2P accommodation platforms among this selection of European countries. The findings will help policy makers to legislate at both macro and micro level, taking into account country differences.

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Value Co-Creation Practices Facilitated by Sharing Platforms

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Background
Traditional business model literature presupposes economic value when discussing firm processes of value creation, value capture, and value delivery. However, I suggest the sharing economy represents a departure from traditional business model literature for two reasons. First, the sharing economy operates as a platform, or triadic business model, which mediates practices between a resource owner (RO) and resource user (RU). Therefore, the mediated sharing practice is a result of processes of value co-creation engaged in by the platform, the RO, and the RU. Second, the value generated by sharing platforms includes environmental and social value, in addition to economic value, which is not only realised by the platform but also by the RO and RU as well as society more broadly.

Objective
This research seeks to articulate specific practices by sharing platforms to facilitate the process of value co-creation among the platform, RO and RU. In addition, this stream of research seeks to advance knowledge in value co-creation and platform design within the sharing economy.

Methods
This research departs from a normative definition of the sharing economy, which prioritises sustainability outcomes (Curtis & Lehner, 2019). To begin, various conceptualisations of value are explored and theorised in relation to business model literature. A literature review is being conducted; keywords include "value co-creation", "shared value", "blended value", "public value", "societal value", "social value", "environmental value" and "economic value", which are queried using the Scopus database. Insights from this literature review are triangulated with interviews and observations among sharing platforms conducted in Berlin (April 2017), London (November 2017), San Francisco (April 2018) and Amsterdam (April 2019).

Tentative Results

We envision contributing to the theoretical understanding of value in relation to business model literature. Furthermore, we envision producing a support framework for practitioners, which links platform design features to specific practices that enhance processes of value co-creation.

Next Steps

Continued research is needed to explore the role of culture and context in selecting the appropriate design features and practices to support value co-creation; this will be disused as part of any future journal article.

Keywords
Sharing Economy, Value Co-Creation, Platform Models, Business Models, Sustainability

Session 3c
HRM

Platform workers: The denial of an employment relationship?

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Purpose
The platform economy is a rapidly growing phenomenon which attracted the attention of both scholars and policy makers in a variety of disciplinary fields. To date however, the work conditions and employment relationship of this type of workers from an HRM point of view are largely unknown. This study investigates the relationship between the amount of hours spent working through platforms and workers' work-life balance, job satisfaction, and commitment to the platform. Building on conservation of resources theory, we propose a moderation model in which workers' perceptions of high performance work practices (HPWPs) implemented by the platforms moderate the relationship between the amount of working hours and workers' attitudes.

Methodology
We collected data among 181 on-location routine platform workers in Europe and USA. Path analysis in MPlus was used to test the model. We extended the study with qualitative interviews to complement the quantitative results.

Results
The results show a negative relationship between hours of gig work and work-life balance and job satisfaction when HPWPs are low, and a positive relationship when HPWPs are high.

Limitations
Use of cross-sectional self-rated data on a convenience sample.

Implications
The results imply that for this type of workers, the amount of hours worked increases or decreases workers' attitudes and well-being depending on their employment relationship with the platform.

Work in the Gig Economy: How Platform Design and Governance Shape Work Success and Satisfaction

Authors

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Abstract
The number of crowd working platforms as well as the number of people willing to provide their workforce to these platforms increased significantly during the last years (Alton 2018; Friedman 2014; Kässi and Lehdonvirta 2018). Prior studies on the Gig Economy mainly focused on the motivational factors of gig workers to engage in crowd work (Chandler and Kapelner 2013; Deng and Joshi 2016; Gol et al. 2018; Jiang et al. 2015; Kaufmann et al. 2011; Moussawi and Koufaris 2013; Trenz et al. 2018; Zheng et al. 2011). Despite advantages such as flexibility, job autonomy and equipment simplicity, the overall working conditions on these platforms are often evaluated as unfavorable and exploitative (Deng and Joshi 2016; Friedman 2014).

Recent studies on digital platforms show how task modularization, artificial intelligence and the platform dominance (Rai et al. 2019) shift the focus towards platform providers and their role in shaping interactions. In the same fashion, work in the Gig Economy cannot be sufficiently understood without completing the existing perspective on gig workers with an understanding of the platform operators. Thus, we suggest an investigation of Gig Economy platforms to explore the role of platform design on working conditions and its consequences for users and platform operators: How do digitization characteristics and the arrangements on Gig Economy platforms influence the work on such platforms including the gig worker themselves? How can such platforms be designed in the interests of users and platform operators?

To address these questions, we first conducted semi-structured interviews with 45 gig workers active on nine different Gig Economy platforms to identify the working conditions, expectations and challenges for people who offer their workforce on a Gig Economy platform. In the second phase, we will complement this data with an analysis of the respective platform websites and regulations and finally conduct dyadic in-depth interviews with key players from platform operators. First results indicate that the design and governance of platforms offering digital work (digital labor platforms) follow a strongly different logic than those ones mainly acting as a mediator for work on site (i.e. transportation, food delivery or cleaning services). Moreover, design of the rating system is a very important mean how the platform operator shapes actions and work quality for the users.

Challenges ahead in regard to the platform arrangements are transparency and the question of empowerment especially for gig workers. More detailed results with stronger focus on the point of view of the platforms are expected to complement this picture.

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A Structured Mapping Of The Challenges Related To The Working Conditions Of Platform Work: Identifying Drivers And Potential Responses

Authors

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Abstract

In recent years, digitalisation has given rise to new forms of employment, of which work platform work is one of the most visible and most discussed forms. Although the body of research on the platform economy has rapidly expanded, the working conditions associated with platform work remain poorly understood. There are several reasons that may explain why this is the case, such as the strong emphasis on regulatory issues and platform business models in the earliest research. Previous research that does look into working conditions, has focused on specific aspects (e.g. autonomy, the role of technology in work organisation). Other dimensions, like collective rights or occupational health and safety, have been somewhat overlooked. Moreover, many studies do not account for the heterogeneity in platform work. To date, a systemic, comprehensive and theoretically underpinned overview of the challenges related to the working conditions of platform work is lacking. Such an exercise would, nevertheless, be helpful to anticipate developments and tailor policy responses. In this paper, we aim to fill this gap by conducting a mapping of the challenges related to the working conditions facing platform workers in Europe. To this end, we first elaborate a theoretical framework capturing various work dimensions, and then examine how platform work fits into this framework. This will allow us to identify the main challenges of platform work and their drivers, and reflect on the appropriateness of existing policy responses to the rise of platform work. In the study, special attention is paid to the significance of these challenges today, and their likely development. Our research builds on a combination of desk research and field work, including qualitative interviews with key stakeholders, platforms and platform workers, and an expert survey, which allows us to document national developments and responses.

Keywords

platform work, working and employment conditions, heterogeneity, responses

Exploring 'human resource management without employment' in the gig economy: How online labor platforms manage institutional complexity

Authors

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Abstract

In this paper we empirically explore the role of human resource management (HRM) practices such as workforce management, performance appraisal, algorithmic control and incentives, in how online labor platforms deal with institutional complexity associated with 'HRM without employment' (i.e. the institution of HRM practices by online labor platforms to control gig workers and their simultaneous efforts to avoid establishing employment relationships) (Meijerink & Keegan, in press). Here, institutional complexity refers to tensions between competing institutional logics (i.e. socially constructed historical patterns of material practices, assumptions, values, beliefs, and rules) (Greenwood, Raynard, Kodeih, Micelotta, & Lounsbury, 2011; Thornton & Ocasio, 1999). To realize our research objective, we draw on case study research carried out with two platforms, i.e. Uber Eats and Deliveroo. By integrating multi-source data coming from (1) interviews with gig workers, owner-managers of restaurants and platform managers, (2) ethnographic accounts, and (3) documents, we show that the implementation of HRM practices by online labor platforms creates institutional complexity in terms of tensions between the corporate logic (i.e. work being encoded into the routines of the organization and workers being subject to the administrative control that HRM activities offer) and the profesional/market logic (i.e. free and unregulated competition among gig workers as autonomous, freelance professionals who have the discretion to control the content and organizatin of their work). Furthermore, we show that online labor platforms seek to remedy institutional complexity by implementing tactics that institutional

theorists did not yet identify, such as the outsourcing of HRM activities to requesters or the covert implementation of HRM activities by means of web applications. As these tactics are enabled by the technologies and ecosystems that online platforms create, we contribute by showing how institutional theory can be further developed through studying online labor platforms and platform-enabled gig work.

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Session 3d
Coops

Conceptualizing the institutional complexity of community-based enterprises

Authors

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Abstract

During the past decades, there has been a rise of community-based enterprises (CBEs) - organizations based on communities that move into markets usually organized by private actors, such as sharing economy cooperatives, open source communities, and renewable energy cooperatives. Previous research has looked at the governance of these communities, but less attention has been paid on the tensions between institutional logics that arise when these organizations grow. Indeed, CBEs use market and hierarchical organization mechanisms to gain economic benefit from the product and services they produce, but they also work for the well-being of the community. Therefore, we ask the following research question: How do community-based enterprises deal with institutional complexity as they grow?

Institutional logics are underlying and fundamental sets of assumption and principles that instruct organizations on "how to interpret organizational reality, what constitutes appropriate behaviour, and how to succeed"(Thornton, 2004, p. 70). Using the theory of institutional complexity, which refers to "incompatible prescriptions from multiple institutional logics" (Greenwood, Raynard, Kodeih, Micelotta, & Lounsbury, 2011, p. 317), we analyze the recent literature on sharing economy (e.g., Vaskelainen & Münzel, 2017), community energy (e.g., Bauwens, 2016) and open source software (e.g., O'Mahony & Ferraro, 2007) to build a conceptual process model describing the tensions that these organizations face as they grow and how these tensions are resolved. These resolving mechanisms often exceed the organization boundaries, which builds the basis for our theoretical contribution. This is because research on hybrid organizing, which examines how organizations resolve conflicting demands of different institutional logics, has focused on the intra-organizational level (Battilana and Lee, 2014).

The main outcome of the analysis of our paper is a process model that depicts how CBEs manage institutional complexity along their growth process. The stages of this process model describe the decisions facing the CBEs as they grow (e.g., organizing the operational management as formal hierarchy), the organizational issues leading to them (e.g., sluggishness of decision making), the institutional complexity inherent to the decisions (e.g., inclusivity versus efficiency), and how CBEs can resolve the

complexity. We believe our model offers important insights to scholars studying CBEs as well as scholars interested in how organizations can resolve institutional complexity.

Keywords

Sharing economy, Community energy, Open source software, Community logic, Institutional complexity

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Differences in environmental embeddedness of organizational forms: The case of sharing economy organizations in Germany

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Abstract
Sociological institutionalism, from its beginnings, emphasized that organizations are embedded in environments that influence their organizational design and behavior (Meyer & Rowan, 1977). Understanding the relationship between organizations and their environments is thus an essential part of organizational research (Meyer, 2017). Analyzing the relationship between organizations and their environments thereby involves two elements. First, a conceptualization of relevant environments and, second, of the types of interactions that stem from these environments. As case of application, we use the sharing economy. It is suitable for such an analysis for at least two reasons. First, existing debates suggest that sharing organizations are confronted with diverse expectations to contribute to economic, social and environmental goals, stemming from different environments (Heinrichs, 2013; Martin, 2016). Second, the sharing economy contains various organizational forms from local grassroots initiatives to globally active online platforms (Codagnone & Martens, 2016; Wruk, Oberg, Maurer, & Klutt, 2018).

We thus ask the following research question: Is the heterogeneity of models reflected in the heterogeneity of environments? To study the embeddedness of sharing organizations empirically, we developed a survey addressing the question how sharing organizations relate to different environments. We conducted the survey among 2519 sharing organizations in Germany in 2018 and received 231 complete responses (response rate of 9.2%). Our preliminary observations reveal that sharing models differ with regard to environmental complexity – in terms of the number of relevant environments and possibilities for gaining legitimacy.

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economy.

Market Transformation as Social Movement: The Case of Platform Cooperativism

Author

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Abstract

In recent years, cooperativism has increasingly been put forth as a possible answer to many of the challenges associated with the global platform economy. So far, however, the purported potential of cooperatively-owned platforms to democratize ownership has proven difficult to realize. Many scholars explain current problems of establishing cooperatives through, for example, network effects that only benefit incumbent market actors or the absence of cooperative-specific financing mechanisms. While such studies on the limits of cooperativism have provided important insights into platform economics, they nevertheless also proceed from a rather narrow understanding of market transformation: by framing cooperativism primarily as a market intervention that aims (and seemingly 'fails') at providing a more sustainable alternative at the point of intermediation, its embeddedness in a larger cultural, political, and social transformation, pointing beyond the economic level, is seldom touched upon. Hence, little is known about if and how platform cooperativism might simultaneously 'succeed' in other ways, for example by promoting new institutional logics, organizing strategies, or frames of consumption. In order to address this gap, I propose to broaden our approach towards platform cooperativism in two ways: first, by analyzing platform cooperativism not only as a market intervention, but also as social movement. Social movement scholars have challenged the conception that grievances are only addressed to states, arguing that contentiousness often spills into other institutional domains, such as the market. By taking up these insights, I aim at studying how platform cooperatives mobilize resources and promote collective action in order to facilitate change within and beyond markets. Second, by analyzing if and to what extent grievances and transformation strategies of platform cooperatives are shaped by their institutional context. Social movement scholars have emphasized the importance of political institutions, arguing that variations within global movements can be explained through differences in institutional context. By adapting this view, I aim at understanding the extent to which grievances and mobilization strategies in the global platform economy indeed continue to reflect national political frameworks.

Based on these considerations, my research addresses the following questions:

− What are the central grievances that platform cooperatives express?
− What strategies do platform cooperatives employ to address these grievances?
− Do these grievances and strategies differ according to the institutional context?

Methodologically
The project proceeds in two steps: in a first step, I develop a novel theoretical framework based on insights from social movement studies and economic sociology that allows for analyzing platform cooperativism as both market intervention and social movement. In a second step, I compare grievances and mobilization strategies of platform cooperatives in Germany, France and the
US based on qualitative interviews with movement activists as well as founders and members of platform cooperatives. In Utrecht, I aim at presenting both the theoretical framework as well as first empirical results. As of today, grievances and mobilization strategies appear to differ greatly cross countries: while the US-movement primarily addresses consumers by trying to develop frictionless commercial user experiences, the movements in Germany and France primarily address the state as a regulator and provider of financial infrastructures.

Platform workers in control: Reinventing worker cooperatives in the gig economy

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Abstract
While gig platforms have been praised for providing workers certain freedoms and opening up jobs to the un(der)employed, they have also been criticized for their use of algorithmic control and lack of social rights granted to workers. Various strategies to improve work conditions in the gig economy have and are being attempted, ranging from regulations to protests and strikes. Thus far with mixed success. It is in this context that an alternative form of business is being rediscovered: the worker cooperative.

Owned and democratically governed by its worker-members, gig workers on a cooperative platform could decide themselves how surplus from gigs is distributed and how algorithms that organise their work are configured. Advocates of platform cooperativism claim that this model provides more corporate social responsibility than the dominant platform capitalist model. Traditional worker cooperatives may also adopt a platform to try improve their social and economic interactions with customers and amongst worker-members. Nonetheless, historiographical knowledge on the functioning of worker cooperatives has not yet been merged with new cooperative developments in the 21st century. Moreover, the emerging literature on the platform economy has thus far largely neglected questions of platform ownership and control.

In this paper we first review the scarce existing literature on platform cooperativism and use some examples from the field to distinguish platform worker cooperatives from closely related forms. Next, we place the recent emergence of platform worker cooperatives in a historical perspective of worker cooperativism and the gig economy. Why do we observe a rediscovery of worker-managed firms now? And why specifically in the form of gig platforms? Building on how past phases of worker cooperativism and forms of gig labour have developed, we then reflect on the future chances of platform worker cooperatives to become a stable and significant force.

Session 4a
Participation

Individualism vs. collectivism in a Sharing Economy context: A study on what determines Portuguese consumers' participation

Authors

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Abstract

Consumers rely on warmth and competence, two fundamental dimensions that drive social judgments of people, to form perceptions of companies and, ultimately, make their market consumptiondecisions. In a Sharing Economy (SE) context, however, are there more profound and hidden motives for consumer behavior, namely the orientation–individualistic/idiocentric or collectivist/allocentric (Triandis & Gelfand, 1998) –of individuals of a given culture, for example? Meaning: does an individualistic/idiocentric orientation (in a "selfish" and "opportunistic" perspective without any kind of collectivist concerns that they are participating in something that is for the good of society and community as a whole) and/or a collectivist/allocentric orientation (in an "altruist" perspective, towards a collectivist/communal orientation) play a central role in determining consumers' willingness to participate in sharing-based programs (SBP) of the SE? Furthermore, what drives such relationship? Meaning: what mediates such two variables (independent variable: individualism/collectivism; and dependent variable: willingness to participate)? In searching for an answer, this research conducted two studies: 1) Correlation –with the aim to find out whether these two variables are associated or related in some way, in other words, whether Individualism and/or Collectivism have a positive, anegativeor noeffect whatsoever on the willingness to participate in SBP of the SE; 2) Mediation analysis –with the aim to find out what explains (what mediates) the relationship between the two variables. Having Portuguese consumers as our targeted population, our tentative findings are expected to reveal that (i) individualism is the dominant dimension that plays a determinant role in influencing Portuguese consumer's participation in the SE and (ii) such relationship is driven by the transformation expectations that such participation may instil in their lives –at the level of emotions and experiential benefits. We present an innovative research, as, to the best of our knowledge, it is the first in investigating the relationship between individualistic/idiocentric or/and collectivist/allocentric orientation andconsumers' participation in SBP of the SE.

Motives for Food Sharing: A quantitative study in Germany, Austria, and Switzerland

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Abstract
ICT-mediated food sharing initiatives play an important role in re-distributing food surplus and thus reducing food waste. By connecting people via online platforms, these initiatives facilitate novel collaborative actions and food rescue models. However, insights into the motives for participating in the re-distribution and sharing of excess food – commonly subsumed under the term „food sharing" – are still scarce. Identified motives for engagement in other sectors of the sharing economy, such as car, ride, accommodation, and tool sharing, range from economic considerations and social experience to ecological concerns, but include also enjoyment and fun. Also, to a large extent, motives behind sharing differ across sharing practices and sectors. Thus, it is worthwhile to learn to which extent the motives for other sharing practices are relevant in the context of food sharing. This paper presents the results of an online survey that was conducted with members of the foodsharing initiative in Germany, Austria, and Switzerland. This initiative differs from other sharing examples because it goes beyond traditional sharing practices and is concerned with challenging the dynamics of the food system. A total of 320 members completed the online questionnaire of which the great majority (54.1%) reported to actively share food in Germany, 28.8% shared food in Austria, 20.0% in Switzerland. A cluster analysis identified three groups of participants that differ according to socio-demographic characteristics, emotions related to food sharing as well as roles held and time invested in the foodsharing initiative. According to the results, people engage in food sharing, when (i) they believe that their participation is effective in reducing food waste and (i) they identify with the group mobilizing around food sharing.

Keywords
food sharing, motives, cluster analysis

Who shares and why? Assessing the potential for peer-to-peer mobility innovations to reduce CO2 emissions

Author

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Abstract

The practice of consumption can have 'transformative potential'. Changing patterns of consumption at the consumer level offers a potential pathway to reduce CO2 emissions.

My research explores the potential impacts that participation in the sharing economy could have on CO2 emissions, where the sharing economy is defined as 'consumers granting each other temporary access to underutilised physical assets, possibly for money'. In particular, I focus on peer-to-peer (P2P) mobility innovations, and ask: Who are the early adopters of P2P mobility innovations? Why do early adopters participate? And what impact could widespread adoption of P2P mobility innovations have on emissions?

I address these questions through an exploration of two case study innovations and their adopters: P2P ride sharing (an individual granting temporary access of a seat in their vehicle, and thus sharing a journey, with another individual, often for payment) and P2P car sharing (an individual granting temporary access of their vehicle to anther individual, often for payment).

Both ride sharing and car sharing capitalise on the idle capacity associated with private vehicle ownership, and offer adopters of these innovations mobility in the form of 'access over ownership'. Despite this, I identify key differences in the value propositions these innovations offer to both 'peer-service users', and 'peer-service providers'. Understanding in what ways adopters of these two innovations compare both with each other, and with non-adopters, allows for an informed exploration of the potential for widespread adoption.

I will present my preliminary findings from questionnaire surveys of different groups of adopters of P2P car sharing, P2P ride sharing, and non-adopters. Testing for differences between adopter and non-adopter samples show that P2P ride sharers are significantly more extrovert, while P2P car sharers are significantly more open to change, than comparable groups of non-adopters. I will present the next phase of data collection, which is to use the means-end chain analysis interview technique to construct hierarchical value maps, eliciting the underlying motivations for participating in P2P mobility. I will conclude by introducing my methods for estimating the potential impacts that adoption of P2P mobility could have on CO2 emissions.

The interplay between self-perception and self-signalling: Exploring motivations and barriers to using pre-owned and shared goods

Authors
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Abstract
With the rise of the sharing economy, acquiring and accessing pre-owned, used goods from others, in contrast to acquiring brand-new goods for private use and disposal, is becoming more popular and socially acceptable for an emerging new generation of consumers. However, whilst Uber and AirBnB have flourished over the last decade as sharing economy platforms, other platforms dedicated to sharing and renting of goods, such as toys, household items, baby equipment, and outdoor gear, for example, have struggled to sustain their business.

Studies have suggested that there might still be a common assumption that, traditionally, pre-owned goods were primarily purchased by deprived and underprivileged groups out of economic necessity. Some consumers might also worry about contamination and safety issues. For those, the stigma attached to pre-owned and shared goods remains and may drive purchase decisions towards brand-new products.

This could be traced to how individuals perceive themselves and their behaviour, and how certain pre-owned or shared products can signal desirable or undesirable personal attributes and attitudes. Thus, self-perception theory (Bern, 1972) and self-signalling theory (Chin, Mrazek and Schooler, 2012) could offer some useful insights into the power of intrinsic motivations of behaviour. More recently, it has been suggested that even an imagined consumption of unattractive goods could negatively influence consumers' self-perception and consequently lead consumers to devalue these goods (Grewal et al., 2019).

Drawing from these two theories, we explore whether sharing and use of pre-owned goods might be motivated by the desire to please others and to construct a public-self. We also aim to identify which product categories are more sensitive to self-perception and self-signalling and to what extent they can encourage or hinder use of preowned or shared goods.

Adopting an interpretivist approach, four focus group discussions with eight participants each will explore the intrinsic motivations and barriers to using pre-owned goods in various consumption contexts such as outdoor gear, baby equipment, toys and household items. Projective techniques (such as photo sorts and association techniques) will be used during the focus groups to uncover unconscious feelings, desires and conflicts towards the consumption of shared and pre-owned goods. Convenience sampling will be used to recruit current users and non-users of sharing platforms. This project is funded by the British Academy and data is currently being collected. Results will be presented at the workshop.

Session 4b
Urban sharing 2

Sharing cities Coalitions: steps forward for the collaborative collective actions in the transformation of the contemporary societies

Authors

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Mayo Fuster – Universitat Oberta de Catalunya – IN3, Dimmons Research Group

Abstract

The phenomenon of the sharing economy is one of the most disruptive forms of social innovation. It embodies a different range of practices and solutions, studied and implemented to reply to the current main urban challenges. In its variety it covers more business- and profit-oriented practices (also called netarchical and extractive platforms) till more community-oriented solutions (also called generative and transformative forms of collaborative collective action). Some of these new type of innovation are not bringing just opportunities for all, but opening new spaces of discrimination, and generating new inequalities. Other experiences on the contrary are demonstrating to be lever to favor the re-building and the stabilization of communities, and to foster the local economic development.

In this frame the city level becomes crucial. Cities can make a difference in people's day-to-day experience. They are the places where to combine technological freedom with participatory public administration. The results coming from the dynamic interaction among technology, ideology and institutions can be improved by specific choices: do we want a city as a service provider or as a democratic community? Cities indeed can offer a real lived experience of socially-embedded production and meaningful participatory democracy, and at the same time contain and control the effect of the more extractive forms of the sharing economy. Scaling up, a network of cities can become a framework to support actions of collaboration among cities and to build upon common strategies and a valuable resource to communicate cities' common views. It is meant to ensure that platforms and other institutions take into consideration cities role and perspectives on these issues.

The contribution deepens this topic analyzing new born networks (Sharing Cities Alliance, Sharing Cities Sweden, Sharing Economy Association of Japan, Sharing Cities Action) and emerging tools (i.e. databases and Declarations) useful to the cities. Indeed, in the last 3 years the number of cities reflecting/acting to manage/integrate the sharing economy in the daily urban life has grown and today new networks are committed to start common paths to face the presence of the phenomenon in the urban

contexts.

The paper aims to highlight the power of this kind of networks in connecting cities all around the world. The analysis is realized through semi-structure interviews, desk research and participant observation made during the Sharing City Summit and the Smart City Expo World Congress of November 2018 (and through a visiting period in Barcelona to one of the main actors involved in this frame).

Sharing "Intrigue and Love" - Public bookcases in Vienna

Authors
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Abstract
The concept of public bookcases fits perfectly to one of the basic ideas of the sharing economy that is less possession and alternative kinds of consumerism. Public bookcases provide a free and anonymous possibility to give away, share, and obtain access to books. At the moment the website openbookcase.org lists a total number of 3128 public bookcases worldwide that have been reported by the users. In Vienna, approximately 60 public bookcases and other possibilities to share books at a public space can be found. Despite these manifold bookcases, the scientific literature as well as the respective city administrations lack in providing detailed information about the content and usage of public bookcases. In the following study we observed the content and exchange rate of three different public bookcases in Vienna. The location of these bookcases varied highly according to the socio-economic status of the district's population (e.g. education level). Each bookcase's content was recorded for two weeks every two hours between 8 am and 8 pm, resulting in seven observations per bookcase per day, and a total of 98 observations per bookcase. By doing so, not only the favorite books of people will be ascertained, but also differences in the districts that may be a result of the population's socio-economic status. Providers of public bookcases and the city administration could use this knowledge in developing campaigns in order to distribute certain books or other information via the bookcases to support people's interests in reading and education and decide about educational initiatives by using the public bookcases. Additionally, the results of this investigation could be used for marketing purposes by publishing houses, book stores and even single authors to promote new books by distributing them with the help of public bookcases.

A (digital) tale of two cities. Narratives and counter-narratives of collaborative accommodation platforms in Barcelona and Madrid

Authors

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Abstract

Collaborative economy (CE) accommodation platforms have grown enormously in scale and scope in European cities over the past decade and the resulting impacts of this major disruptive shift are being particularly felt in local neighbourhoods. In addition, the scale and scope of these socio-economic transformations that extractive platforms such as Airbnb are giving rise to suggests such firms are increasingly far-removed from their origins as poster children for the sharing economy. In turn, such transformations raise questions of socio-spatial inequality and uneven development, reinforcing the landscape of conflict surrounding tourism in many urban destinations.

The recent upsurge in social protest and resistance movements in opposition to tourism saturation represents a strong, critical response to this platform capitalism scenario, where the inherent contradictions in the self-narratives of many major tourism-related CE platforms are a major point of contention. As such, resistance collectives are gaining momentum in terms of mobilising increasing levels of support for their activism, which tends to highly organised and increasingly digitally and socially networked. It is precisely on this 'digital frontstage' that protest and resistance counter-narratives of tourism are evolving in the context of current socio-economic and political moments. The relationship between the often-contradictory rhetoric of collaborative accommodation platforms and social activism agendas therefore represents an increasingly important field of enquiry.

This paper analyses the digitally-networked narratives and counter-narratives surrounding the Airbnb platform in Barcelona and Madrid (the two cities with the highest concentration of Airbnb listings in Spain and in Europe) on Twitter – a salient social network to examine in terms of political discourse development and its strong interpersonal communication and networking dimension. The study adopts different theories of social movements as an interpretative framework and is based on a content analysis of twitter conversations triangulated with an analysis of the spatial concentration and multihosting characteristics of AirBnB listings and demand.

Findings illustrate that in both cities, Airbnb's presence reinforces tourism pressure in spaces that were already traditionally tourism strongholds, but also develops and

expands tourism's reach into new spaces (often residential areas with high amenity value and a lifestyle consumption opportunities), reinforcing the touristification process. These processes are mainly manifested as residential displacement and housing problems (accessibility, availability and affordability of housing), as well as via the appropriation of public space. Associated digital counter-narratives on Twitter, on the other hand, clearly underline the different dimensions to and extent of such problems, albeit often in subtle and indirect ways. Other actors also feed into these narratives and counter-narratives, especially traditional newspapers (reborn in the digital sphere), individual activists and political decision-makers, employing their agency as important narrative-shapers.

Keywords

collaborative economy, platform capitalism, social movements, uneven development, digital narratives and counter-narratives, digital networks, spatial analysis, content analysis.

The Role of City Governments in the Sharing Economy

Authors

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Abstract

The sharing economy is on the rise in many countries, but the mechanisms for its institutionalisation and governance in cities are not well understood. What is evident is that city governments play an important role in shaping the landscape of the sharing economy by defining conditions for success or failure of individual sharing economy organisations (SEOs), and thereby influencing what types of SEOs emerge and get institutionalised and through which governance mechanisms. Some city governments choose to regulate or ban disruptive SEOs, while others choose to support certain SEOs, seeing them as having the potential to contribute to social and environmental sustainability in urban areas.

However, the roles and mechanisms of how city governments do and may engage with the sharing economy have not been empirically explored and systematically documented. At the same time, such knowledge could help the city governments embrace the rapidly developing sharing economy in the ways that are beneficial for them and their citizens. We address this gap by exploring the question: How do city governments engage with the sharing economy and what is their role in its institutionalisation?

We employ the conceptual framework that identifies five governing mechanisms, through which city governments engage with the sharing economy: regulating, self-governing, providing, enabling and collaborating. These are further broken down into 12 distinct municipal roles. The analysis shows that these mechanisms and roles are not self-exclusive and may be exercised simultaneously by city governments towards certain SEOs or the sharing economy sector. We advance the framework by adding the spectrum of potential engagement to each role: from prohibiting, regulating, ignoring/staying neutral, to encouraging and supporting. We support this conceptual work with empirical evidence from studying actors in the sharing economy in 6 cities1 with a mixed-method approach, i.e. case studies, interviews, focus groups, and mobile research labs, - see Mont (2018)2. The new framework highlights both positive and negative interactions between the city governments and SEOs rather than merely demonstrating how city governments support sharing.

1 SEOs, city governments, knowledge institutes, trade associations, NGOs and users in Amsterdam, Berlin, Gothenburg, London, Malmö and San Francisco
2 Mont, O. (2018). Mobile Research Lab. Methodological Underpinnings. Retrieved from Lund: IIIEE at Lund University

Our data suggest that city governments are more likely to prohibit or regulate those SEOs that in their view exacerbate social urban sustainability challenges, e.g. housing crisis, congestion, and social exclusion. Most often these are large disruptive SEOs such as Uber, Airbnb or free floating bike and scooter sharing initiatives. Some city governments show neutrality towards sharing start-ups to indirectly support innovation and entrepreneurship: However, they rarely provide financial or infrastructural support to sharing businesses not to breach rules of free market competition. Sometimes though city governments find ways to nevertheless engage with sharing start-ups through pilot or experimentation projects. Finally, we observe that city governments encourage and support predominantly community-based and non-profit SEOs for social and environmental reasons.

Keywords
sharing economy, urban governance, institutionalisation, smart cities, platform economy

Session 4c
Individual Behavior 1

Exploring Psychological Ownership in Access-Based Fashion Consumption

Author

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Abstract

Psychological ownership theory focuses attention on the origins of consumers' subjective sense of ownership, and has been used to predict and understand consumers' motives, attitudes and behaviours with respect to objects. Psychological ownership exists when individuals experience a sense of psychological attachment to the target of ownership and consider it to be theirs. Traditionally, many of the items that we consider to be 'mine' were items that we also legally owned. However, consumer behaviour has changed remarkably over the last decade, with consumers engaging in alternative consumption modes such as sharing, renting, and swapping goods; an endless cycle of consumption seems justified in terms of temporary, access-based, and dematerialised ownership. Access-based platforms offer temporary access to goods, such as clothes, without an exchange of ownership, and the company 'Rent the Runway' is a prominent example of access-based consumption in the fashion retail industry.

The access-based fashion market presents a more sustainable solution to the fashion industry – one of the world's largest polluters - however, fashion accessing is still lagging behind in popularity in comparison to other markets, and has yet to receive widespread acceptance from the public. Previous research has identified motivations for increased access-based consumption in some consumption contexts, such as accommodation and individual transportation, however access-based fashion remains understudied. In particular, the consumer-object relationship in access-based consumption models is underexplored. Whilst consumers may not legally own their accessed objects, psychological ownership does not become irrelevant. Indeed, using the conceptual lens of psychological ownership should help to improve predictions of motives, antecedents and outcomes in access-based fashion consumption. Psychological ownership might manifest in this consumption context, given fashion's close links to identity and its hedonic associations. This paper addresses the following research question: to what extent do consumers experience feelings of ownership towards accessed fashion objects, and how does it shape consumer-object relationship?

The present study adopted a qualitative approach based on a netnography method. This exploratory netnographic method will help to capture the complexities of the phenomenon and develop a conceptual model. The data analysis followed an

abductive approach, based on an iterative process of interpreting, finding new questions and revising emerging themes. This research is at the data collection, and analysis stage, results and analysis will be presented at the conference. The results of this research can contribute to our understanding of the psychological element of access-based consumption and its impact to consumer well-being in the sharing economy. It can provide insights into the development of future sustainability policies and communication strategies.

Keywords

psychological ownership, consumer–object relationships, access-based consumption, sharing economy, accessed fashion.

Sociodemographic prole of collaborative platform users in Europe: a regression analysis

Authors
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Abstract
It is no secret that the sharing economy, also called collaborative economy, has experienced rapid growth and development all around the globe. The growing importance of this phenomenon has brought the interest of many economic agents, i.e. entrepreneurs, managers, consumers, policy makers and analysts, among others. Besides, it has triggered the scientific interest in this topic among researchers from different fields, such as economics, sociology, business management and environmental science, to name a few.

The emergence of the sharing economy as a global phenomenon has raised many questions, one of them being: who is using collaborative platforms, and why? In this research, we address the who question by asking: what are the sociodemographic characteristics of collaborative platform users in Europe? And also: is there a different profile for those who consume services and those who provide services via these platforms?

This research addresses these questions by exploiting the survey Flash Eurobarometer 467 (The use of the collaborative economy, 2018). By applying multivariate and categorical data regression analysis (vector generalized linear and additive models) to the sample, we model individual's attitude, motivation, perception and use of collaborative platforms as a function of individual characteristics, i.e. age, education, gender, occupational status, country and region.

Inference based on the set of estimated models leads to several results, which can be summarized as follows:
a) The estimated models depict collaborative platform users as young male persons, living in a urban area, who are self-employed and have formal education.
b There are no statistical differences between the profiles of those who, via collaborative platforms, are only consumers, only service providers and those who are both.
An interesting result is the estimation of the probability of becoming an consumer and/or a provider of services via collaborative platforms. A nonparametric multinomial logit model was specified, whereby each of these four outcomes (consumer, provider, both, neither) is modelled as a function of age and as a function of the age at which the individual left formal education. Figure 1 shows that the probability of

participating in these platforms, either to consume or to provide services, steadily decreases with age.

Besides, this probability reaches a maximum when the individual finishes formal education at the age of 30-35, approximately.
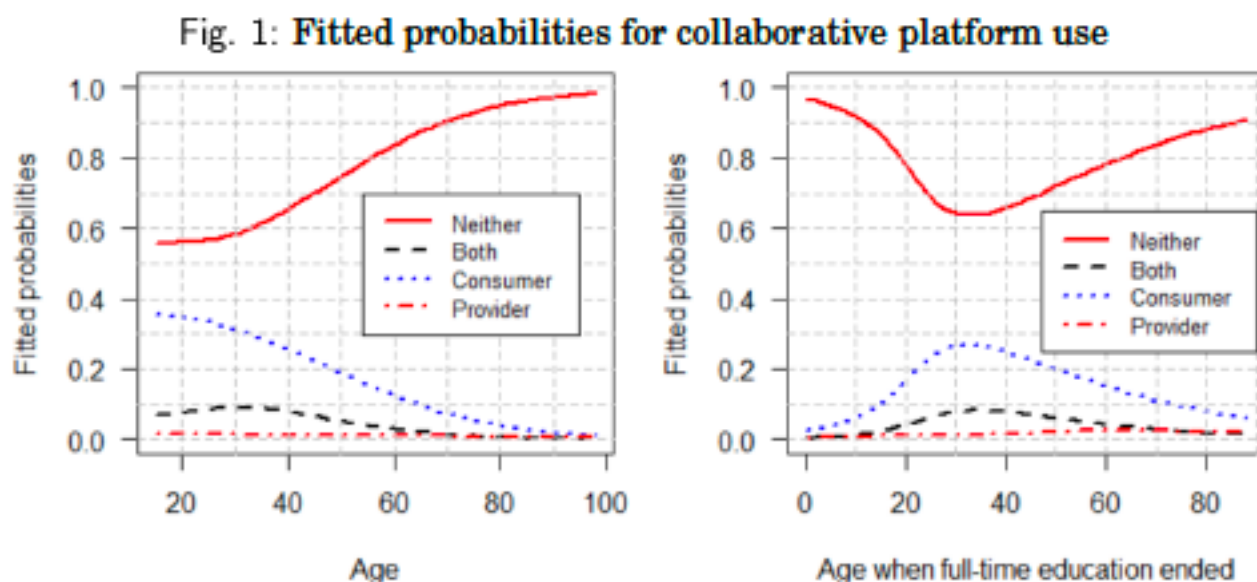

Fig. 1: **Fitted probabilities for collaborative platform use**

Fig. 1: Fitted probabilities for collaborative platform use

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Teaching Design for Sustainability through Design for Sharing

Author

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Abstract

Design for Sustainability (DfS) latest methods embrace the socio-technical systems, aiming to promote radical changes on societal needs. However, few studies investigates consumer behaviours, motivation and subjective practices on the sociocultural dimension, as well explores teaching strategies for such approach. Therefore, this conceptual paper addresses the following research question: how to teach DfS beyond the environmental dimension of sustainability as an opportunity for developing solutions that are culturally desirable and economic viable? Its main goal is to present a teaching experience held along two years in two public universities in Brazil. Drawing upon Vasques' doctoral dissertation (2015), the toolkit and teaching strategies integrate the cultural dimension through the Consumer Culture Theory knowledge and reflections on self-identity, materialism and sharing. The economic dimension is addressed by questioning the scarcity economic model and developing a project from needs and challenges changing consumption patterns identified on the cultural dimension and explored with the AT.ONE Service Innovation Method and the Sharing Business Model Compass. Students had raised awareness and fostered critical thinking on the relevance of cultural and economic aspects related to DfS, suggesting the relevance of the approach through design for sharing.

Are AirBnB and Uber perceived as part of the sharing economy? An analysis of a representative survey of German consumers

Authors
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Abstract
The term "sharing economy" is often used in academia to describe a variety of consumer activities that provide consumers with access to goods, mostly without the higher costs and responsibilities usually accompanied to ownership. The definition is still not clear-cut, but new organizations, most important peer-to-peer platforms, such as AirBnB and Uber, have emerged and operate under the umbrella-term "sharing economy". While for some researchers the sharing economy includes such forms similar to renting, others stress that these models of renting should be called pseudo-sharing, not being part of the sharing economy. Organizations may use the term 'sharing' intentionally and therefore commit sharewashing, where the language of sharing is used to promote new modes of selling in the more socially desirable mantle of sharing. It is often said that the general public perceive profit-oriented organizations, such as AirBnB and Uber, as part of the sharing economy. The objective of this paper is to explore whether consumers are familiar with the term "sharing economy", how they distinct it from the traditional economy and whether they perceive profit-oriented offers, such as AirBnB and Uber, as part of the sharing economy. Based on a representative survey (N = 609), the current paper shows that the majority of German consumers are not familiar with the term "Sharing economy" (76.7%). Consumers who know the term were significantly younger than consumers who are not familiar with "Sharing economy" (p < .001). Further, about a third of the consumers who know the term state that AirBnB is not part of the sharing economy and 40 percent state that Uber is not part of the sharing economy. When asked about their perception of the difference between the traditional economy and the sharing economy (open question), consumers find it hard to define a clear line between traditional offers and offers in the sharing economy. Most of them mention the importance of sharing resources (in contrast to: renting out), profit orientation, and commercialization as distinction criteria.

Session 4d
Institutions 2

Conceptualizing the Gig Economy and its Regulatory Problems

Author

Jaap van Slageren

Abstract

The advent of using online platforms to hire flexible labour is among the most significant economic changes during the last decade. Although still small at present, the shared expectation is that the amount of labour hired through online platforms will continue to grow. Given this expectation, there is a lot of attention to the gig economy phenomenon among academics, unions and policy makers. However, this brought also a proliferation of definitions of the phenomenon we call the gig economy. This proliferation may hamper academic research and political deliberation. We propose an analytical definition of the gig economy, namely: "Freelancers who provide paid services in the form of ex-ante assigned tasks mediated by online platforms". This definition focuses on four features that conceptually distinguish the gig economy from other forms of labour. First, in the gig economy workers are classified as independent workers. Here the gig economy is different from traditional employment, where the workers are employees. Second, the gig economy differs from online volunteering, since there is a monetary remuneration given to the gig worker. Third, since the gig economy handles in labour services, it is distinct from sharing-economy and second-hand platforms. Finally, supply and demand are mediated by online platforms in the gig economy. Each of the four characteristics defining the gig economy raises a separate regulatory classification issue. First, the proper classification of the employment status of gig workers. Platforms claim to act solely as mediators between freelancers and clients, yet, they exert a significant amount of control over both the workers and the nature of the performed work. Second, the distinction between paid and unpaid assignments may be hard to classify, since some gigs are framed as voluntary work, but are compensated monetarily. Third, the classification of services versus goods is not always straightforward as freelancer make use of capital goods in the provision of a service. Finally, the digital nature of platforms creates a regulatory challenge by itself, since platforms act as mediators, but in a radically new way compared to older forms of intermediation. The resolution of these regulatory classification issues is essentially contingent upon political choices and will determine how the gig economy will be regulated as a separate entity.

Sharing for a better future? On the sharing economy and imagined future states of society.

Authors
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Abstract
The sharing economy gained overall traction around the early 2010s and especially following the 2007s financial crisis. Its welcomed appreciation and growth over the last years rest mostly on the promises it makes for the future or, as we will refer to, in its 'imagined future' (Beckert, 2016). As the sharing economy has grown over the last decade, most of its supporters argued with future states of the society that can be achieved by sharing with strangers. The early boostering narrative (cf. Botsman & Rodgers, 2011; Gansky, 2010) of its advocates becomes contest by critics (cf. Slee, 2015; Scholz, 2014) with the unfulfilled or exhausted promises (of neoliberalism; Beckert, 2019). A counter narrative emerged contesting main imaginations (like a democratized economy) as parts of the sharing economy grew into multinational companies (Airbnb, Uber) and tend to counteract the hopes for alternative organisational forms ('neoliberalism on steroids', Murillo, Buckland & Val, 2017).

We propose to focus on the future orientation and the dominant narratives (boostering and criticising) to gain insights in the imaginaries connected with the sharing economy ('sharing imaginaries'). Our main analytical tool is Beckert's concept of 'sociological fictionalism' (2013, 2016), which allows understanding the impact of imagined futures and their relation to social change. It provides a theoretical framework for decision-making, which center fictional expectations as a motivating force for action and therefore help understand 'why the future matters' (Beckert, 2016, 3f) and how actors imagine future outcomes of their present action. Furthermore, this concept allows considering the social macrostructures (like networks and institutions) influence on said fictional expectations (Beckert, 2017).

Building upon a study by german sociologists (Hertwig & Papsdorf, 2017), who worked out three segments of the contemporary sharing economy (swap economy; niche-economy, platform economy), we will combine their insights with the imagined futures to gain deeper insight in the imaginaries underlying the heterogeneous phenomenon of the sharing economy. We will discuss both, whether there is a general imaginary of a sharing society or distinct imagined future states relying on the difference within what is called sharing economy.

With our contribution, we aim to propose a theoretical framework (sociological fictionalism) to build upon, which focuses on the imagined futures of the sharing economy as well as the society. We will refer to the dominant imagined futures presented by advocates and critics alike as well as considering possible further research building upon the proposed framework.

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Shades of hybridity: Uncovering the variation, rigidities, and flexibilities of sharing economy hybrid governance

Authors
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Abstract
With facilitating the ideal interpersonal relationships forms the core of sharing economy governance, sharing economy organizations widely recombine organizational values and arrangements from both the social and the economic logic to govern sharing relationships and pursue multiple value creation. However, how they recombine the respective elements of the dual logics to different degrees and in different ways remains underexplored and lacks systematic substantiation. Applying a configurational approach, we find that the variation of sharing economy hybrid governance tends to be limited and specific forces have shaped this limited diversity. Both rigidities and flexibilities exist in constructing SE hybrid governance mechanisms, but some governance elements are more difficult to be substituted and thus show stronger rigidities than others, especially when the organizations present strong social value propositions, develop significant social institutions, and implement intensive assurance instruments. Tensions could be an important source of rigidities and explain their uneven distribution. This study contributes to both the sharing economy and hybrid governance research by empirically capturing the pattern of hybrid governance variation and the specific between-element relations that significantly influenced this pattern. It presents rich opportunities for investigating the causality between governance elements and exploring both the limitations and possibilities of developing highly innovative and mixed governance in the organizations of Web 2.0.

An Institutional Logics Perspective on the Gig Economy

Authors
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Abstract
We witness rising tensions between online gig-economy platforms, tax agencies, regulators and labor unions. In this paper, we use the framework of institutional logics as an analytical lens and scheme to understand the fundamental institutional challenges prompted by the advent of the online gig economy. We view gig-economy platforms as corporations that organize and self-regulate markets. In doing so, they span two parallel markets: the market for platforms competing to provide intermediation services and the market for the self-employed competing on platforms to provide peer-to-peer services. Self-regulation by platforms also weakens the traditional roles of the state. While the corporation and market logics empower the platform, they weaken self-employed suppliers as platforms' design constrain suppliers to grow into a fully-fledged business by limiting their entrepreneurial freedom. At the same time, current labor law generally does not classify suppliers as employees of the platform company, which limits the possibility to unionize. The current resolutions to this institutional misalignment are sought in "band aid solutions" at the level of sectors. Instead, as we argue, macro-institutional reform may be needed to re-institutionalize gig work into established institutional logics.

Session 5a
Social Impact

Social impact of the sharing economy – A literature review

Author

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Abstract

After sharing practices were discussed a few years ago as potential element of sustainability transitions, the concept still has a high relevance for the transition debate as shown in the special issues "Sustainability Perspectives on the sharing economy"[2] and "Promises and Paradoxes of the Sharing Economy".[3] Most studies assume a strong potential for systemic change, affecting entire value chains in the field of consumption as well as in production (e.g. prosumerism, peer2peer sharing, platforms, post-ownership). However, referring to the triple bottom line of sustainability, the impact discussions in the transition as well as in the sharing debate tend to focus on environmental and economic aspects and mostly ignore social aspects (a.o. Nijland, van Meerkerk 2017, Behrendt et al. 2017).

To continue a meaningful debate about sustainable sharing it is crucial to critically assess its full impact. The work of Agyeman, McLaren and Schaefer-Borrego (2013) prepared the ground for a more comprehensive and balanced research on sharing that includes also social aspects. Expected effects are a.o. higher social capital, broader access and inclusiveness (see a.o. Schor 2014, Agyeman et al. 2013).

By conducting a literature review and providing a systematic overview of various potential social impacts of sharing we aim to build on these works and contribute to the relatively young research field of social impact assessment in the sharing debate. Specific research questions will be: (1) What social impact of sharing practices has been empirically observed or was theoretically expected? (2) Is impact linked to specific forms of sharing (e.g. B2C, P2P, G2C, etc.)? (3) To what extent can a transformative potential of certain sharing practices be identified?

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[2] Environmental Innovation and Societal Transitions, Volume 23, June 2017

[3] Technological Forecasting and Social Change, Volume 125, December 2017

Economic and social impact through complementary currency systems

Author

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Abstract

The monetary and financial system creates very important impacts in economy and society. Very often these impacts are undesirable, such as the financial crises that come after the financial or speculative bubbles. Yet, it is very complicated to create alternatives to it. Conventional currencies are highly regulated, and complementary currencies require not only liquidity but also a great deal of trust by the public and critical mass to succeed, two characteristics that seldom go together since the trust that can be easily generated in a small community, by social relationships, is lost the moment the community grows and members no longer know each other so well.

Facing the challenge to create a complementary currency system for Barcelona, the team in charge of the project ended up becoming a partner in the EU funded B-MINCOME project, lead by Barcelona city council. The complementary currency system's name is REC (Real Economy Currency) www.rec.barcelona and it aims to generate both an economic and a social impact in a specific area, by increasing the local economic multiplier effect of public spending and by strengthening the social relationships among neighbours participating in the project.

I use the action research methodology to explore the following research question:

What are the best features for a complementary currency to be effective?

This is the same as asking: what monetary model should be used? how to generate trust, and critical mass in a complementary currency, in order to better impact the local economy and society in a sustained way? Is the block-chain technology a key feature in it? Can you build trust through the currency creation instead of the other way round (create a currency from a community of people who trust each other)? What regulatory formula should it have? Our preliminary results tend to show positive results in the effectiveness of the currency. Some key elements of the design have been: having the support of the municipality, having a good technology, status of a virtual currency but using a payment system provider to keep the funds in euros, and building a cooperative as the managing entity.

Keywords

complementary currency systems, block-chain, investment SME, Real economy, finance, alt-coins.

Title: Unravelling Sharing Economy: Experiences from Hong Kong

Author

Michael Lai

Abstract

The emergence of hyper-consumption in contemporary society has caused serious environmental degradation and leads to novel ways to reduce consumption and waste through sharing instead of ownership. The rapid development and popularity of sharing economy hence has been considered by many as an optimistic 'innovative disruption' of the conventional consumption-driven capitalistic economy that can save the environment.   However, others have also criticized that such optimism ignoring many of the shortcomings and difficulties in its operation exploitation. Furthermore, it has been noted that most current studies have been pre-occupied by a business orientation, seeing sharing economy merely as a novel business practice that could transform the current business model, with little intention in exploring if it is a viable alternative in transforming current consumption values and behaviours which in turn could lead to a reduction of waste and an improvement in environment. This thesis thus aims to fill this knowledge gap by using case study approach in unravelling the experiences of two selected sharing economy projects in Hong Kong guided by the framework and theory of transformation proposed by Erik Olin Wright. Two major research questions were asked, including 'How sharing economy in Hong Kong operated, in terms of strategies and mechanisms, to realize their vision and mission?' and 'How their work establish potential to affect social transformation that contribute to address the problem of hyper-consumption and environment pollution through sharing?' Ten interviewees including founders, active participants and other participants in each case were interviewed by focusing on how their vision, values, leadership, management strategies and perception, etc. have effected change on participants and social transformation in local communities, specifically in terms of consumption values and pattern individually as well as the macro environment on structural changes curbing with hyper-consumption.

The study has shown that both projects are able to make good progress in fostering sharing culture and practices among participants adopting very different strategies and management styles which include ride-sharing, sharing of benefits from organized group-purchase events, free-cycling and down-cycling events as well as workshops for school children. However, in terms of their impacts on changing individual consumption values and behaviour, community environment and policy changes, the outcomes have been somewhat limited because of limitation of the balancing strategies in operation which is essential according to Wright's concept of Real Utopia.

Towards a framework to evaluate the social impacts of the sharing economy as a practice

Authors

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Abstract

The sharing economy has been praised as being a sustainable alternative to the current unsustainable economic growth [1]. Proponents of the sharing economy claim that sharing has the potential to cope with continued economic recession, job shortages and increasing income inequalities [2], [3]. It is argued that sharing may empower individuals, create trust among strangers, build social capita and social cohesion [3], [4] by connecting individuals through digital technology [5]. Sharing economy has often advertised as more open, inclusive and democratic as compared to the traditional economy [6].

However, opponents criticize that these claims lack sufficient evidences about social sustainability [7], [8]. Major critiques include concerns about public safety, individual privacy, labor laws, and limited liabilities among sharing organizations [7]. Also, evidence is emerging that the sharing economy has other impacts on the economy, such as causing precarious employment, leading to unequal gain distribution or social inclusion. However, social sustainability of the sharing economy has been far less explored.

This research aims to address this research gap by identifying social sustainability indicators and developing a framework for systematically evaluating the social impacts emanating from the sharing economy practices. We start with understanding the sharing economy 'as a practice' where peer resource owners offer access to their products or services to peer resource users mediated by an online platform (for profit or no-profit). This practice sustains on the economic and social benefits (or costs) that are exchanged and shared among the peers and the platform.

In this research, we focus on four key social aspects of the sharing economy – empowerment, trust, inclusivity and social justice – that are identified using a literature survey. In order to identify measurable indicators to evaluate the social aspects, we conduct a stakeholder workshop with representatives of city governments, municipalities, academia and non-governmental organisations engaged with the sharing economy and sustainability lifestyles.

Keywords

Sharing Economy, Social Impacts, Empowerment, Trust, Social Justice

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Session 5b
Policy

Trade Union response in the on-line gig economy

Author

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Abstract

The term gig economy was developed as a neologism in order to describe the new type of labour market, where consumers use on-line platforms to hire independent service providers for the execution of a certain task or as the term itself implies, a "gig". Originally, this new model was hailed as an innovative way to bypass market rigidities and reduce transaction costs, while allowing workers with minimum experience to enter the workforce. It soon became clear though, that increased efficiency and lower costs were directly correlated with a reduction in the cost of regulatory compliance, as the gig economy began to undermine established and well regulated industries. Subsequently, that gave rise to a debate about its long and short term effects on industrial relations and inequality.

Governments, industries and trade unions can have diverse or conflating interests and opinions on the gig economy and its consequences. The European Commission on its communication on the collaborative economy has called member states to regulate in a way that promotes innovation and growth while safeguarding fair working conditions and social protection. Trade unions have been particularly sensitive to the topic of labour rights in the gig economy, and in specific cases they have taken concrete action in that direction. In December 2016, a network of European and North American unions, labor confederations, and worker organizations issued the Frankfurt declaration on platform based work, as a first step in the direction of organising gig workers.

Despite that, little is known with regards to how governments and organised labour view the new forms of employment, how they respond to its challenges. On-site gig economy platforms (like Uber and Deliveroo) have already been extensively examined, but there is little attention their on-line counterparts.

This paper aims to address this gap in the literature by answering the following research question: what is the response of trade unions in the emerge of the on-line gig economy?

I will focus on the cases of the UK, Germany and Greece, three European countries with significantly different industrial relations regimes. There, I will collect and analyse a corpus of articles, public documents and databases composed by trade unions, in an attempt to map how they view the on-line gig economy and what is their response. Furthermore, I will attempt to explain if possible differences across Europe stem from the different industrial relations regimes.

Regulating the platform economy

Authors

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Abstract

In recent years, new organizational and business models, generally identified as "platforms", have penetrated a wide spectrum of economic sectors.
In this paper, firstly we focus on the structural features which determine the growth of platforms and their disruptive effects on incumbent industries, paying special attention to the ability of erasing transaction costs. Then, we outline a series of social mechanisms which foster trust and reputation in digital environments and solve problems of information asymmetry, thus increasing the level of safety in transactions and the potential for growth of platforms. Moreover, through the lens of the theory of the firm, we address the issue of defining the economic nature of platforms activities, with a focus on the ECJ decision on Uber.

Secondly, we draw on the insights provided by Biber et al. (2017) to show that platforms' business models are disruptive not just because of their economic impact on incumbent industries, but also for their effects in terms of creation of "a policy problem that the existing regulatory regime does not effectively manage".
We analyze four main possible strategies regulators can choose between when they have to cope with policy disruption: ban new operators, keep the pre-existing regulatory regime, create a new one or allowing platforms to be free to operate out of the traditional rules. We draw on a series of case studies to show how there is not a unique and prescriptive answer to such complex phenomena.

Finally, we focus on two issues which seem crucial for platforms' long-term sustainability. We analyze the nature of the employment relationships which tend to arise in platform environments, addressing the longstanding debate on how platform workers should be classified. Furthermore, we focus on the contentious issues of data management and ownership, starting from the polarization which seems to affect the current theoretical debate: on the one hand, we examine whether data

have to be considered a mere issue of privacy protection; on the other, we highlight the main elements which characterize the school of thought represented by Arrieta Ibarra et al. (2017), who suggest to treat data as a competition issue and to consider platforms users as the legitimate owners of the data they produce. Finally, we critically discuss some novelties introduced by the GDPR, paying special attention to the right to data portability and its potential ability to foster competition in digital markets.

A framework to assess the pro-democratization of Platform Economy: The case of Barcelona

Authors

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Abstract

Platform Economy (PE), that is, the collaborative consumption and production of capital and labour among distributed groups supported by a digital platform, is growing rapidly and exponentially. It is creating high expectations of sustainability and their potential to contribute to the democratization of the economy. However, PE platforms lack a holistic framework to assess these elements. In addition, there is confusion about platforms which present themselves as collaborative when they actually are not, and similar uncertainties and ambiguities associated with diverse models. To address it, this research provides a framework for assessing the pro-democratic qualities of PE initiatives, which takes into account these dimensions: governance, economic model, technological polices, data policies, and social responsibility & impact. A "codebook" of indicators linked to each dimension has been developed. The framework has been tested empirically in a sample of 100 cases with presence in the city of Barcelona. Data collection was based on web observation and structured interviews. The results show different levels of pro-democratization, and different tendencies of pro-democratization, some cases perform better in some dimensions and others in others. The cases which tended to be open in one dimension also tended to be open in the other dimensions. On the one hand, the analysis points to a correlation between technological & knowledge policies and governance; on the other, a correlation between project governance and its model of economic sustainability has also resulted. The results suggest that the way that is conducted the governance of a platform plays a central role and relates to the other democratic qualities.

Are platform cooperatives viable?

Authors

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Summary

Platform cooperatives are platforms where the users are the owners and administrators of an online (gig economy) platform. Such platform co-ops are potentially a solution to the imminent monopolies of cluster platforms and low incomes for -and dependency of- platform workers. We provide a number of success criteria for platform co-ops and subsequently analyze in which sectors they could be viable.

Session 5c
Individual Behavior 2

Sharing or trading in Airbnb? The influence on price of commercial hosts in Southern European cities

Author

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Abstract

Many of biggest southern Europe cities are also the most appealing tourist destinations in the continent and highly-impacted urban spaces by the emergence of internet-based marketplaces for peer-to-peer accommodation. In particular, the ascent of Airbnb in many of the most populated destinations for leisure has disrupted the traditional hotel industry and the whole market for rental accommodation.

Airbnb is providing the most successful digital marketplace for tourism accommodation rental. The company offers accommodation in several of the most flourishing destinations and it employs a self-assessment strategy to disclose information about the different qualities of the hospitality services traded in the platform. Extracting information from the website http://insideairbnb.com/, a large sample of tourist accommodation has been analysed (more than 30,000 registers), related to Athens, Barcelona, Madrid and Rome.

The increasing usage of networked hospitality services by business operators points out that this evidence of peer-to-peer economy could increasingly become a professionalized rental marketplace. So, the research has been carried out differently for non-commercial and multiple-listings or commercial hosts.

We essentially focus on pricing configuration because despite it is one of the most critical factors in the evolution and success of the accommodation industry, only a few researchers have focused on the main factors determining prices in this digital platform for non-hotel accommodation. In addition, it could provide significant insights about the business model and the economic consequences of these networked hospitality services.

Different dimensions of pricing had been analysed: location, host's characteristics, property attributes, quality signalling factors and services. In addition, we also focus on the role of trust and reputation, because traditional hotels have a clear competitive advantage in reducing risks through standardization, business reputation and safety regulations.

The results show that site-specific characteristics, property qualities and online reviews explain most of pricing in Airbnb, with hosts also capitalizing their good reputation and professional status. Finally, the interaction of these accommodations

with the evolution of rents in these four cities has been also investigated. The new peer-to-peer mass tourist model is generating a severe social transformation of these urban spaces. The growing participation of professional players in this digital platform is amplifying these disturbing consequences.

In particular, the sharp introduction of Airbnb in urban environments is contributing to the increase of rents in tourist areas, whereas residents' demand for rental accommodation seems to be displaced towards peripheral districts, which actually are suffering the biggest increases in rents.

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Service failures in the sharing economy: Consumer tolerance towards collaborative service quality

Authors

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Abstract

Disrupting many businesses, the sharing economy radically changes the way we consume services on the premise of horizontal peer-to-peer transactions generally coordinated through online platforms. Although the sharing economy redefines most service attributes and despite the massive use of web platforms, some of them remain at the heart of the service landscape and are even reinforced. For instance, the degree of person-to-person interaction is often stronger as in peer-to-peer accommodation or transportation.

As for any other service, those interactions are central in the service experience (Arnould et al., 2002) and influence de facto the consumer evaluation process. Similarly to traditional businesses, companies in the sharing economy aim at creating satisfying service experiences. Nevertheless, the major difference is that the core service is not delivered by an employee, but rather by a peer, which results in a high degree of heterogeneity that impacts the experience.

Press articles and blogs often depict collaborative experiences as enjoyable. The scientific literature also describes collaborative experiences as pleasant and transforming (Decrop et al., 2018). However, very few studies discuss the determinants of consumer satisfaction (Möhlmann, 2015; Tussyadiah, 2016) or commitment and loyalty (Yang et al., 2017) in the collaborative context.

Yet these studies raise the following question: What happens when it goes wrong? Interestingly, a large survey among French collaborative consumers shows that 33% of them have already lived a bad experience but amazingly only 10% decided to renounce (Fing and OuiShare, 2015). Does it mean that collaborative consumers are more tolerant? Which elements specific to collaborative exchanges induce such a tolerance?

In order to answer to our main research questions, we use a scenario-based experimental approach with two 2x2 between-subject design studies. The first study (n=136) examines whether the type of service (collaborative vs traditional) and the

nature of the relationship (low touch vs high touch) influence the service evaluation when a service failure occurs. Results show that consumers are more tolerant towards failures in a collaborative context when they had already experienced collaborative services. Tolerance even increases in high touch situations. In study 2 (n=115), we investigate whether the relationship norms congruence (Aggarwal, 2004; Clark and Mills, 1993) influences the service evaluation in a collaborative context. We manipulate norms adopted by the service provider and by the user/consumer (exchange vs communal). Results suggest that the congruence of the norms adopted by the service provider and user increases the tolerance towards a service failure.

This research thus contributes to the service evaluation literature by showing that consumers tend to be more tolerant towards a service failure in a sharing economy context than in a traditional business one and that the congruence of the norms adopted by the peer service provider and user plays a central role.

Market situations in digital two-sided industries - An agent-based simulation approach.

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Abstract
The present research aims at understanding the interplay of multiple drivers of market concentration in digital two-sided industries and their impact on the resulting welfare outcomes. A two-sided industry is characterized by a demand side consisting of two distinct groups of customers willing to interact with each other and a supply side consisting of platforms, which act as intermediary infrastructures between these groups. The platforms create value by enabling or facilitating those interactions and thereby lowering transaction costs. Positive indirect network externalities among the customer groups are seen as a key characteristic of two-sided industries, which distinguishes platforms from traditional enterprises and poses the challenge to "get both groups on board".

Following neoclassical microeconomics, welfare outcomes in markets are highly influenced by market situations. Whereas in traditional markets monopolistic and oligopolistic market situations are assumed to decrease total welfare, it is more ambiguous in two-sided industries, as high concentration enables the realization of welfare-enhancing positive network externalities. Those welfare enhancements result from an increased utility on the part of users of dominant platforms, which leads to positive feedback effects. Therefore, positive network externalities are seen as a main driver for monopolistic market situations in two-sided industries. However, real-world examples of various digital two-sided industries show that levels of concentration differ among these industries, even though all of them exhibit positive indirect network externalities. As a consequence, theoretical literature on platform economics has identified various further features of digital two-sided industries as potential drivers for more or less concentration, e.g. the size of the market or heterogeneity of user preferences and platform services. However, it is not clear yet how those features interact with each other and in how far their effects depend on specific assumptions regarding users' and platforms' behavior. The goal of my research is filling this gap with the help of an agent-based simulation model.

The agent-based approach offers a high flexibility regarding model assumptions and dynamics, which is necessary to reproduce features like the non-linearity of feedback loops caused by network externalities or heterogeneity of both platforms and users. Furthermore, it allows for directly modeling different behavioral assumptions and agent interactions. The market situation as a dependent variable emerges from the interplay of the agents' behavior, influenced by variable surrounding conditions induced by industry features. By simulating multiple scenarios differing in the underlying behavioral assumptions and surrounding conditions and comparing their outcomes, the model helps to understand the relation between them.

To reach this goal, I will take the following methodological steps:
1. reproducing the features and their effects on resulting market situations according to the literature
2. examining the interrelation of those features with different assumptions regarding users' and platforms' decision making behavior
3. incorporating direct interactions among users under consideration of various underlying network structures.

At the workshop, I will present the current state of the model including first results regarding the reproduction of the literature-based dynamics. Moreover I will present a conceptional outline of my further research: In the next step, I will examine in how far different forms of ownership (e.g. open standards, decentralized data ownership, platform cooperatives) influence market situations and their welfare outcomes in the interplay with above examined industry features.

Learning through Conflict: the case of ridesharing in Indonesia as a battleground for governance experimentation

Authors

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Abstract

Digital ridesharing platforms, such as Uber and Grab, are challenging urban socio-technical mobility regimes by generating conflict in cities throughout the world. The introduction of this disruptive new mobility niche is geared to restructure vested political arrangements. We aim to interpret these developments as a form of governance through experimentation.

Bulkeley and Castan Broto have conceptualized urban experimentation as "means through which policies diffuse, as symptomatic of changing structures of political authority and opportunity, as a means for effective socio-technical transformation, and of knowing and managing cities" (Bulkeley & Castan Broto 2012, p.367). In another recent relevant contribution, Torrens and colleagues (2018) have studied favourable contexts for urban experimentation. They argue that three different 'lenses' are useful to interpret experimental contexts as (1) seedbeds, (2) harbours and (3) battlegrounds. The battlegrounds lens – referring to the generative potential of conflicts in urban transformation – has received limited attention so far. This paper unpacks the battleground lens further by analysing how conflict can become a productive force to spur on the experimental introduction of digital ridesharing platforms in Indonesia

To unpack the battleground lens, we mobilize the discourse coalition framework, which enables us to uncover narrative practices by multiple actors within arenas of discursive conflict and controversy (Hajer 1993, 1995, further elaborated in Hajer 2009). Using this form of narrative analysis will facilitate the acknowledgement of the dominant but also the marginal storylines and it stresses the importance of critical moments or episodes of urban conflict rather than a long-term development stability (Verloo 2015). This paper attempts to answer the following research questions: (1) what kind of narratives are produced, negotiated, staged, and performed by multiple actors in this conflict? (2) to what extent can conflicts around ridesharing become a productive force for generating socio-technical change?

To address these questions and to explore how conflict and controversies shape urban experimentation we use the case of digital ridesharing platforms in Indonesia.

Based on qualitative case study methodology and semi-structured interviews in Indonesia, we argue that the Indonesian context for experimenting with digital ridesharing can be productively conceptualized as a battleground, because it highlights controversy and weak institutions. Regarding controversy, the Indonesian government has attempted to introduce multiple ad-hoc policies to regulate ridesharing, but there has been no permanent satisfactory settlement. Regarding weak mediating institutions, our analysis suggest that urban transport regimes in Indonesia are confronted with large institutional challenges, including incoherent policy responses and overlapping standards in pricing mechanisms in a context marked by extremely severe traffic congestion, insufficient formal public transport provision and an abundance of informal transport provision, and where digital ridesharing as a solution is perceived as a 'foreign' initiative. We conclude that such a context is conducive to conflict that is difficult to resolve, but also generative in shaping the evolution of urban mobility. In discourse-theoretical terms the case shows a situation of 'dislocation' in which a well-established discourse, with its inherent social order, was unhinged. The dynamics of the case development is analysed with a focus on the particular 'enactment' of the situation, analysing for the instances in which the discursive order was changed or restored.

Keywords
governance experimentation, conflict resolution, discourse coalition, ridesharing