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MIS Quarterly Executive
Special Issue on The Sharing Economy

Submissions are open for *MIS Quarterly Executive*'s Special Issue on the *Sharing Economy*.

The sharing economy as a new organization-market hybrid is changing how people and organizations access, buy, and use goods and services (Sundararajan 2016a). It may reshape how the world's economic activity is organized. Traditionally, ownership was assumed necessary to access goods and services, which were usually provided by large corporations with full-time employees. Today, ubiquitous mobile devices, social networks, and marketplace platforms are challenging this assumption. Consumers can share the access to goods and services with each other rather than buy from businesses. People can plug in and out of on-demand platforms as providers fluidly, without an employment relationship. Popular examples of sharing economy platforms include Airbnb in the travel industry, Uber and Lyft in the transportation industry, and Funding Circle in the financial services industry.

As these new consumption models gain traction, the potential economic and social gains are immense. By allowing consumers to utilize peer assets, capital, and labor in a more impactful manner, the sharing economy unites altruism, economics, and efficiency. In addition, these new models promise to lower the strain on our natural resources and help us better utilize our excess resources including skills and time.

The sharing economy will have far reaching consequences for organizations and society. One market study estimates that by 2025 revenue generated from the sharing economy will grow from $15 billion in 2013 to $335 billion in 2025 (PriceWatershouseCoopers 2013). In April 2016, China's National Information Center projected that the sharing economy will be worth 10 percent of China's total GDP by 2020 (Harsono 2016). This trend has the potential to disrupt an array of industries including education, finance, and real estate. Already, in addition to startups, established players are entering the sharing economy such as Apple with its recent $1-billion investment in Didi Chuxing, Uber's Chinese rival (Carew and Wakabayashi 2016). Markets characterized by redundancy, broken trust, limited access, waste, and complexity are candidates for disruption (Botsman 2014).

Recognizing the potential of the sharing economy, some companies are taking steps to transform their business (Botsman 2014). For example, DHL, a freight and logistics company, sensed that its practice of dropping customer packages at pick-up locations rather than delivering them to customer's door steps, frustrated customers. To alleviate this, it launched MyWays, which allows peers to pick up and deliver packages to DHL's last-mile customers. Likewise Marriott, recognizing that it routinely had unused meeting space, partnered with LiquidSpace, a marketplace that helps people find quiet places to work. Other sharing economy models that traditional companies are experimenting with range from "brand as a service" (e.g., Whole Foods has partnered with Instacart, BMW and Daimler offer on-demand transportation through their DriveNow and Car2Go services, respectively) to advertising partnerships, like those between KLM and Airbnb, or Lyft and MasterCard (Owyang 2015).

Despite these positive examples, the sharing economy still faces many social, economic, and legal tensions (Slee 2016; Sundararajan 2016a). From a social perspective, concern exists about the long-run implications of using rating systems as a gateway to economic opportunities. For example, the ratings one accumulates on a platform like Uber or Lyft may not be easily portable. As our workforce transitions from full-time employees to independent contractors, concerns remain about funding an adequate social safety net. From an economic perspective, platforms such as Airbnb may displace certain labor categories like hotel cleaning staff and reduce affordable housing for long-term local residents. Contrarily, these platforms may also redistribute short-term accommodation revenues more evenly in society and allow financially challenged homeowners to make their mortgage payments.

Legal tensions include concerns over safety and screening as well as over externalities. Platforms and local governments continue to battle. For example, in an attempt to maintain affordable housing, the city of Berlin is restricting private property rentals by tourists through Airbnb and similar online platforms (Guardian 2016). In Texas, the city of Austin is increasing driver vetting requirements for Uber and Lyft (MacMillan and Silverman 2016). The Austin situation showcases many new governance issues (Sundararajan 2016b). Should the buyer and seller not be solely responsible when something goes wrong? Do we need new regulatory partnership models?

The purpose of this special issue is to explore aspects of the sharing economy that are of interest to business and technology leaders. Our objective is to examine the strategic business opportunities and management challenges associated with operating in a sharing economy. We are looking for submissions based on case and/or field studies that provide rich illustrations, frameworks or lessons. We welcome submissions based on both primary and secondary sources.

Papers could focus on (but are not limited to) the following topics:

- Competing in and leveraging the sharing economy including business models
- Business transformations towards the sharing economy
- Implications of the sharing economy on firm boundaries, value creation, and governance
- Understanding the disruptive forces of the sharing economy
- How will the move from institution-driven to platform-driven exchange affect business processes, work practices and technological innovations
- The dark side of the sharing economy (e.g., risks, problems, or negative impacts) and ways to mitigate them
- Tensions associated with the sharing economy including economic, social, and legal issues
- The role of IT in the sharing economy

Special Issue Submission Deadlines:

Special Issue full paper submission deadline:	**March 1, 2017**
First editorial review sent to authors:	**May 1, 2017**
Paper resubmission based on editor feedback deadline:	**July 1, 2017**
Second editorial review, decision and suggestions to authors:	**August 1, 2017**
Final submission of accepted papers deadline:	**October 3, 2017**
MISQE publication:	**December 2017**

Please submit your paper at:

http://www.baylor.edu/business/mis/index.php?id=932079

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