



The sharing economy and collaborative consumption: Strategic issues and global entrepreneurial opportunities

Syed Tariq Anwar¹

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Abstract

The purpose of this paper is to analyze and discuss the topics of sharing economy and collaborative consumption (CC) within the domains of global entrepreneurial opportunities, strategic issues, and emerging online businesses. Both topics remain immensely rich and intertwined because of their interdisciplinary perspectives and multifaceted issues. The sharing economy and CC-based digital platforms clearly support and complement today's business models, corporate expansion, and entrepreneurial growth. The sharing economy and CC models continue to grow yet can be disruptive in international entrepreneurship. The paper investigates the sharing

Summary highlights *Contributions of the paper:* The paper systematically analyzes and discusses the topics of sharing economy and CC within the domains of global entrepreneurial opportunities, strategic issues, and emerging online businesses.

Research questions/purpose: What are the issues behind sharing economy and CC-based digital platforms that encourage entrepreneurial growth and opportunities?

Methodology: The study used Web-based secondary data, company Web sites, and surveys and investigated 73 firms and marketplaces from sectors that actively use sharing- and CC-based business models worldwide.

Data base/information: The study included literature-based investigations and published literature available in secondary sources.

Results/findings: Findings of the paper reveal that the two topics (sharing- and CC-based business models) distinctly are interconnected when dealing with their businesses, entrepreneurial initiatives, and consumers in global markets.

Limitations: The study does not use empirical research but contributes to the literature of international entrepreneurship.

Managerial/theoretical implications: Companies that pursue the areas of sharing- and CC-based models need to understand the issues of digital platforms and entrepreneurial opportunities.

Recommendations for further research: The work systematically lays the foundation for future research in international entrepreneurship which can be used by businesses and academics alike.

Practical implications and recommendations: The work provides meaningful practical implications which can be used by managers and entrepreneurs in global markets.

Public policy recommendation: Public policy-related institutions, organizations, and regulators need to understand the changing issues of sharing and CC-based models in international entrepreneurship which generate thousands of new jobs and local opportunities worldwide.

Extended author information available on the last page of the article

economy as well as CC in ten sectors (73 firms) from the perspective of “commercial sharing systems” (Lamberton and Rose 2012, p. 109). Findings of the paper reveal that the two topics distinctly remain interconnected when dealing with their business models, entrepreneurial initiatives, and consumers in global markets. The work systematically lays the foundation for future research in the international entrepreneurship literature and its related areas. Companies that pursue the areas of sharing-based systems tend to be inherently innovative and venturesome in their business models and digital platforms. The paper also provides a research agenda and managerial implications of this timely discussion that continues to grow in international entrepreneurship.

Keywords Collaborative consumption · Global entrepreneurial opportunities · Sharing economy

Resumen

El propósito de este documento es analizar y discutir los temas de la economía compartida y el consumo colaborativo (CC) dentro de los dominios de las oportunidades empresariales globales, los problemas estratégicos y los negocios emergentes en línea. Ambos temas siguen siendo inmensamente ricos y entrelazados debido a sus perspectivas interdisciplinarias y problemas multifacéticos. La economía colaborativa y las plataformas digitales basadas en CC respaldan y complementan claramente los modelos comerciales, la expansión corporativa y el crecimiento empresarial actuales. Los modelos de economía compartida y CC continúan creciendo, pero pueden ser disruptivos en el espíritu empresarial internacional. El documento investiga la economía colaborativa y CC en diez sectores (73 empresas) desde la perspectiva de “*intercambio abierto de bienes comerciales*” (Lamberton y Rose 2012, p. 109). Los hallazgos del documento revelan que los dos temas claramente permanecen interconectados cuando se trata de sus modelos comerciales, iniciativas empresariales y consumidores en los mercados globales. El trabajo sistemáticamente provee las bases para futuras investigaciones en la literatura internacional sobre emprendimiento y sus áreas relacionadas. Las empresas que aplican sistemas basados en compartir tienden a ser inherentemente innovadoras y emprendedoras en sus modelos comerciales y plataformas digitales. El documento también proporciona una agenda de investigación y las implicaciones gerenciales de esta discusión que continúa creciendo en el espíritu empresarial internacional.

JEL classification M13 · M16

What is sharing economy and collaborative consumption?

In international entrepreneurship, the sharing economy and CC-based systems are emerging topics because of their fast developing digital platforms, consumption patterns, heightened consumer demand, and “forced entrepreneurs” (see: Belk 2010; Benjaafar et al. 2019; Cui and Davis 2022; The Economist 2010, 2019, 2022a, b;

Hacamo and Kleiner 2022, p. 49; Lamberton and Rose 2012; Parente et al. 2018; The World Bank 2016). Billions of dollars of new businesses and entities were added to the sharing economy that aims at bringing corporate efficiencies and consumer convenience. New literature and interdisciplinary investigations validate these arguments because of fast emerging firms and their unique business models in the sharing economy and CC (see: Ahsan 2020; Costello and Reczek 2020; Hallem et al. 2020; Luo et al. 2021; Richter et al. 2017; Roos and Hahn 2019; Tran et al. 2022).

Interest in the sharing economy was further heightened because of growth opportunities, new markets, digital disruptions, and Covid-19–related changes (see Chandrasekaran et al. 2022; Chang and Sokol 2022; Chowdhury and Audretsch 2021; Etemad 2019a,b, 2021a,b). The sharing economy and CC-based systems remain to be distinct as well as intertwined because of consumers' changing lifestyles and consumption patterns (Kim and Jin 2020; Möhlmann 2015; Viglia 2020). Related arguments that corroborate this discussion were supported by Albinsson and Perera (2012), Apte and Davis (2019), Aspara and Wittkowski, (2019), and Benoit et al. (2017). Additional investigations include Constantiou et al. (2017), Cusumano et al. (2019), Dellaert (2019), and Muñoz and Cohen (2019).

Collaborative consumption encompasses three distinct systems in the value chain: “product service, redistribution markets, and collaborative lifestyles” (Lazarus 2011, p. 2). The areas of the sharing economy and CC are particularly important in North America and Western Europe because of changing consumption patterns and lifestyles. The major sharing and CC sites include Airbnb, Uber, CouchSurfing, Flexicar, Freecycle, HomeExchange, NetJets, OhSoWe, and Shared Earth. Other firms are JustShareIt, Trust Cloud, WhipCar, Zaarly, Ziilch, Zilok, ZimRides, and Zipcar (for a full list of firms, see Table 2). The major functions of the sharing economy and CC models create marketplaces where products, services, ideas, and expertise can be collectively shared, exchanged, and consumed.

Interestingly these areas revolve around a new “socioeconomic movement” where entrepreneurial firms and participants are the same but their business models and corporate strategies take new shapes and purchasing (Lazarus 2011, p. 1; Leire and Mont 2010). “Platform ecosystems” (Kretschmer et al. 2022, p. 405) and “platformization of brands” (Wichmann et al. 2022, p. 109) are equally important in the sharing process that create unique CC models, collaboration, and proprietary space. Higher prices, complex value chains, and new entrepreneurial opportunities are behind this fast-growing phenomenon of sharing economy and CC-based activities as well (The Economist 2010, 2019, 2020, 2022a,b; Park and Armstrong 2017; Sacks 2011). As expected, “reciprocity” remains to be one of the main factors in the sharing economy's diverse ecosystems and business models (Proserpio et al. 2018, p. 371) (see Fig. 1 and Table 2). At the same time, sharing and CC-based models and digital systems continue to disrupt the mainstream business world and their operations (see de Oliveira and Tello-Gamarra 2020; Eckhardt et al. 2019; Filipipas 2020; Hur et al. 2020). These activities lead to “collaborative lifestyles,” sharing, and consumer exchanges in consumption (Botsman and Rogers 2010b, p. 30; Moraes et al. 2012; Richter et al. 2017; Viglia 2020).

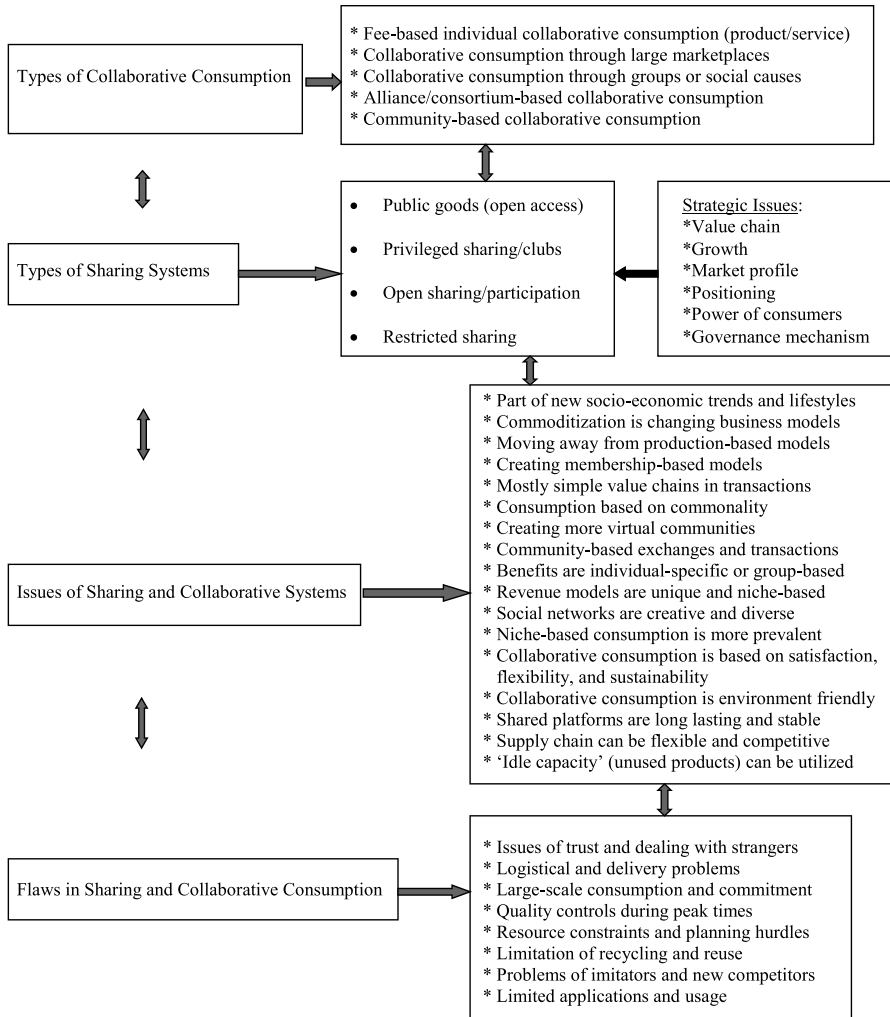


Fig. 1 Collaborative consumption and sharing systems: conceptual issues, types, and flaws. Source: Albinsson and Perera (2012), Apte and Davis (2019), Botsman and Rogers (2010a,b), Christakis and Fowler (2011), Costello and Reczek (2020), Dellaert (2019), The Economist (2010, 2019, 2022a,b), Gansky (2010), Gerwe and Silva (2020), Guyader and Piscicelli (2019), Hur et al. (2020), Johnson and Ambrose (2009), Lamberton and Rose (2012), Lazarus (2011), Muñoz and Cohen (2019), Sacks (2011), Zervas et al. (2017)

History reveals that the sharing economy and CC-based systems are not new terms and have been around for hundreds of years. Of course because of the advent of social media, real-time technologies, and emerging digital platforms, sharing and CC became more prevalent in those sectors and industries where prices and quality

matter to consumers and industrial markets (Botsman and Rogers 2010a,b; Gansky 2010). “Socially responsible consumption” (Ertz 2018, p. 392), cause-related marketing, and social issues (Robinson et al. 2012) also complement the process of today’s sharing economy and CC-based systems in global markets. Companies capitalize on the sharing economy and CC to reap benefits from those changing segments that witness heightened consumption and seek “de-ownership” strategies (see Choi and He 2019; Fraanje and Spaargaren 2019; Jiang and Tian 2018; Lindblom and Lindblom 2017, p. 431).

The sharing economy and CC-related activities are constantly taking new forms and shapes and will continue to create innovative business models, digital marketplaces, and entrepreneurial opportunities (see Berg and Johnston 2019; Hallem et al. 2020; Kim and Jin 2020; Li et al. 2020; Möhlmann 2015; Roos and Hahn 2019) (see Table 2). This is a classic example of international entrepreneurship and its growth opportunities and risk-taking activities. The major objective of a typical CC-based system aims at sharing and cooperation in consumer and industrial products (Querbes 2018; Stafford 2016; Standing et al. 2019). In many countries, social and economic sharing practices have been around in the areas of daily life. Collaborative consumption encompasses three distinct systems in the value chain: “product service, redistribution markets, and collaborative lifestyles” (Lazarus 2011, p. 2).

There were many books and seminal works published on the sharing economy and CC-based systems as well that cover a wide array of useful topics and relevant investigations. These encompass *What is Mine is Yours* (Botsman and Rogers 2010a), *The Mesh* (Gansky 2010), *Connected* (Christakis and Fowler 2011), *The Long Tail* (Anderson 2006), *Linked* (Barbasi 2003), etc. In a well-acclaimed study (*What is Mine is Yours*), Botsman and Rogers (2010a, pp. xv-xvi) observe:

Every day people are using collaborative consumption – traditional sharing, bartering, lending, trading, renting, gifting, and swapping, redefined through technology and peer communities. Collaborative consumption is enabling people to realize the enormous benefits of access to products and services over ownership, and at the same time save money, space, and time; ----social networks, smart grids, and real time technologies are also making it possible to leapfrog over outdated modes of hyper-consumption and create innovative system based on shared usage such as bike or car sharing.

To continue the discussion of sharing, CC, and global entrepreneurial opportunities, the paper is structured as follows: Section 1 provides introduction and importance of the sharing economy and CC. Section 2 looks at the conceptual issues and literature review. Section 3 provides data collection and methodology. The results and discussion are provided in Section 4. The last section provides implications and concluding comments. We believe that the topic of the sharing economy, CC-based systems and their changing strategic issues and entrepreneurial opportunities remain timely in global business and digital markets.

Table 1 Selected interdisciplinary literature: sharing economy and collaborative consumption

Author (year)	Major investigation
Sharing economy-based systems and collaborative consumption	
Ahsan (2020)	A literature-based discussion of sharing economy and published literature
Agarwal (2022)	Discussion of sharing and alternative marketplaces that impact marketing
Albinsson and Perera (2012)	Sharing, brand community, European car clubs, and consumers' relationships
Algesheimer et al. (2005)	Discussion of sharing economy and its available services and business models
Apte and Davis (2019)	Investigation of two food-based sharing economy platforms (EatWith and Withlocals)
Atsiz et al. (2022)	Issues of sharing and market forces in society
Belk (2010)	Investigation of peer-to-peer sharing and issues of ownership and usage
Benjaafar et al. (2019)	Discussion of sharing, economic production, and policy implications
Benkler (2004)	Issues of collaborative consumption and its activities
Benoit et al. (2017)	Workplace-related issues and sharing activities related to taxi co-ops and Uber
Borowiak and Ji (2019)	Changing issues of collaborative consumption and its applications
Botsman and Rogers (2010a,b)	Discussion of sharing economy models in the mobility industry
Castellanos and Wright (2022)	Discussion of social entrepreneurship, crowdfunding and sharing issues
Chandna (2022)	A case-based study of Airbnb, innovative disruptors, and the sharing economy
Chang and Sokol (2022)	Discussion of sharing-related businesses and issues of failures
Chasin et al. (2018)	Discussion of sharing platforms and consumption issues
Cho et al. (2019)	Issues of collaborative consumption and peer-to-peer fashion-related sharing platforms
Choi and He (2019)	Investigation of communications, "providers" and "platforms," and sharing systems
Costello and Reczek (2020, p. 22)	Discussion of tax-related issues and inequalities in the sharing economy
Cui and Davis (2022)	Discussion of sustainability and the sharing economy's business models
Curtis and Mont (2020)	Issues of consumers and producers in the sharing economy
Dellaert (2019)	Discussion and issues of marketing activities in the sharing economy
Eckhardt et al. (2019)	Discussion of collaborative consumption social responsibility

Table 1 (continued)

Author (year)	Major investigation
Ertz (2018)	Investigation of the sharing economy when dealing with ownership and renting
Filippas (2020)	A case discussion of car sharing system and its environmental impact
Firnkorn and Müller (2011)	Discussion of collaborative consumption and its related issues
Fraanje and Spaargaren (2019)	Discussion of strategies that aim at targeting sharing economy sectors
Frey et al. (2019)	Sharing of information goods and issues of pricing and profit
Galbreth et al. (2012)	Discussion of sharing, P2P issues, and consumer choices
Gansky (2010)	A case-based study of Uber Technologies and its operations in the sharing economy
Garud et al. (2022)	Discussion of sharing economy platform and social issues in the process
Gerwe and de Castro (2022)	Discussion of channels and ethics applied to the sharing economy-related activities
Gonzalez-Padron (2017)	Discussion of green entrepreneurship, institutions, and the sharing economy
Grinevich et al. (2019)	A case-based discussion of GoMore and the sharing economy
Guyader and Piscicelli (2019)	The sharing economy and the issues of workers and digital platforms
Hagiu and Wright (2019)	Issues of consumer file sharing and consumption issues in marketing
Hennig-Thurau et al. (2007)	Discussion of online platforms, the sharing economy, and service
Hur et al. (2020)	Issues of trust in the sharing economy and its domains
Huurne et al. (2017)	Investigation of collaborative consumption and issues of product sharing
Jiang and Tian (2018)	A study of the sharing economy and collaborative consumption issues
Kas et al. (2022, p. 509)	Discussion of collaborative consumption and sharing in consumer products
Kim and Jin (2020)	Issues of developing trust and strategies in the sharing economy-related platforms
Ko et al. (2022)	Discussion of disruptions when dealing with value chains, blockchains and sharing
Kolade et al. (2022)	Discussion of sharing issues within the areas of international marketing
Kozlenkova et al. (2021, p. 1445)	Issues of sharing platforms and “strategic drivers”
Laczko et al. (2019, p. 214)	Investigation of three commercial sharing systems (cars, cell phones and bicycles)
Lamberton and Rose (2012)	A case-based research of Airbnb and its changing markets in the sharing system

Table 1 (continued)

Author (year)	Major investigation
Li et al. (2022a, b)	Issues of ownership and collaborative consumption during tough economic conditions
Lindblom and Lindblom (2017)	Investigation of car sharing and Germany's automotive consumption
Loose et al. (2006)	Investigation of car sharing and Germany's automotive consumption
Luo et al. (2021, p. 50)	Discussion of "platform protection insurance" in sharing areas
McGuire (1991)	Analysis of collective consumption and local public good (LPG)
Möhlmann (2015)	Discussion of collaborative consumption and the sharing economy
Muñoz and Cohen (2019)	Discussion of sharing economy models and their validity
Parente et al. (2018)	Discussion of the sharing economy and its relevance to globalization
Parker et al. (2019)	Issues of collaborative consumption activities and possible food wastage
Proserpio et al. (2018)	Discussion of reciprocal issues in the sharing economy
Reischauer and Mair (2018)	Issues of the sharing economy that relate to organizations
Reuter (2021)	Development of hybrid models in the sharing economy and environment
Rogers (2015, p. 85)	Discussion of "the social cost of Uber" and the sharing economy
Rojanakit et al. (2022)	A review-based study of the sharing economy sector and future research
Roos and Hahn (2019, p. 679)	Discussion of collaborative consumption behavior and "value-based personal norms"
Sanasi (2020)	Investigation of the sharing economy and its innovative viewpoints
Scaraboto (2015)	Issues of sharing when dealing with value added activities in marketing
Scaraboto and Figueiredo (2021, p. 1)	Issues of "consumer orchestration" and sharing activities
Stafford (2016)	The role of independent contractors (employees) in the changing sharing economy
Standing et al. (2019)	Discussion of the role of transportation in the sharing economy
Tan et al. (2017)	A case-based discussion of GoGet Car Share and collaborative consumption
Truffer (2003)	Issues of professional car sharing and environmental concerns
Uzunca et al. (2018)	Discussion of cross-country issues in the sharing economy and institutions

Table 1 (continued)

Author (year)	Major investigation
Vaskelainen and Münzel (2018)	Discussion of the sharing economy and case-based analysis of German car sharing
Viglia (2020)	Discussion and activities of collaborative consumption in the sharing economy
Zervas et al. (2017)	Discussion and analysis of Airbnb, hotels, and the growth of the sharing economy
Collective action, common pool resources (CPR), and new consumption communities (NCCs)	
Algesheimer et al. (2010)	Community participation can lead to greater social communication
Dholakia et al. (2004)	Virtual communities, consumer participation, and issues of networks
Johnson and Ambrose (2009)	Discussion of bazaars and marketspace within open source and sharing systems
Moraes et al. (2012)	Issues of new consumption communities, consumers and changing markets
Ossewaarde and Reijers (2017)	Discussion of digital commons and online sharing activities
Ostrom (2003)	Collective action, CPR, property rights, and their impact on businesses
Pino et al. (2022, p. 390)	Issues of <i>psychological ownership</i> , sharing, and P2P activities
Ray and Bhattacharya (2011)	Collective action, natural resources, and transaction costs
Schlager (2002)	Discussion of CPR and issues of cooperation
Tran et al. (2022)	Dealing with strangers and trust when pursuing sharing activities
Wu et al. (2010)	Issues and applications of trust and virtual communities
Zhu et al (2012)	Investigation of online communities and their impact on consumption
Interdisciplinary literature	
Anderson (2006)	Issues of choices and consumption in marketing and society
Barbasi (2003)	Social networks and their application in marketing
Christakis and Fowler (2011)	Issues of social networks and their impact on lifestyles
Constant et al. (1994)	Issues of information sharing and individual-specific needs and lifestyles
Eisenmann et al. (2011, p. 1270)	Discussion of “platform envelopment” and network issues and sharing
Leire and Mont (2010)	Socially responsible projects can complement public and private entities
Porter and Kramer (2011)	Issues of capitalism and its impact on shared value, businesses, and social issues
Shirkey (2009)	Issues of cooperation in sharing and consumption
Shirkey (2011)	Issues of connected environment and surplus resources

Table 1 (continued)

Author (year)	Major investigation
Surowiecki (2004)	Crowds and collective action that impact the society
Tapscott and Williams (2010)	Benefits of mass collaboration on the Web and its applications

Conceptual issues and literature review

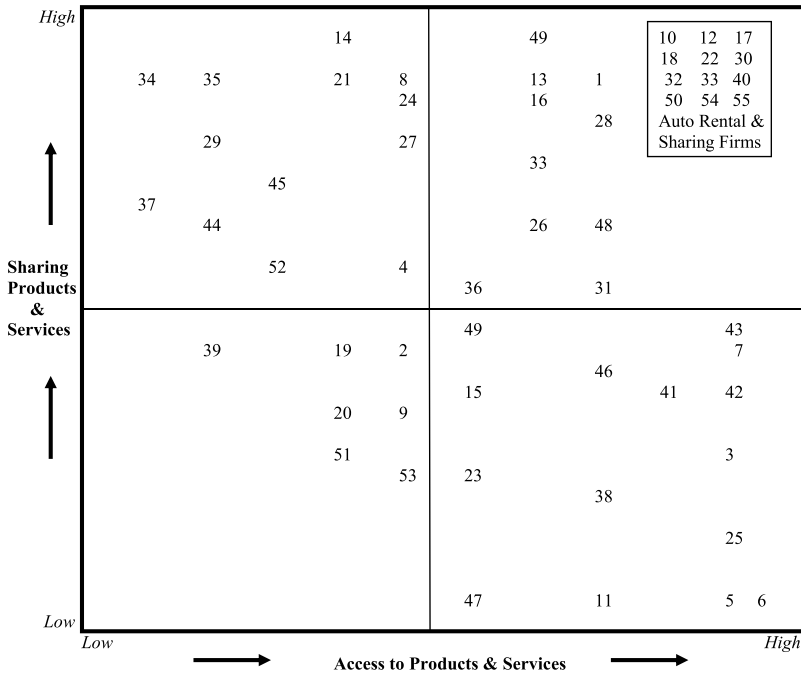
Conceptual issues

Table 1 provides a literature chart which includes sharing- and CC-related investigations and analysis that carry interdisciplinary content and multifaceted topics. Behind the sharing economy and CC-related activities, there are many elements and factors that complement this process. These activities include collective action, common pool resources (CPR), new consumption communities (NCCs), virtual communities, and social networks (see Albinsson and Perera 2012; Ostrom 2003; Ray and Bhattacharya 2011; Schlager 2002; Siegel 2009).

Businesses often prefer corporate- and industry-specific changes because of new technologies, sustainability, redundant systems, and scarcity of financial resources (see: Calo and Rosenblat 2017; Curtis and Mont 2020; Guyader and Piscicelli 2019; Muñoz and Cohen 2019; Porter and Kramer 2011). Consumption and corporate-specific activities may aim at creating efficiencies, growth, and low prices (Scaraboto 2015; Scaraboto and Figueiredo 2021). In the last 10 years, the sharing economy and CC areas have become inherently distinct and powerful creating hundreds of new firms, businesses, and jobs in global business that help connect industries, interdependent markets, and Internet of technology (IoT)-related areas (see Novak and Hoffman 2019; Paik et al. 2018; Porter and Heppelmann 2014, 2015; Reischauer and Mair 2018). Other studies that support these arguments include Siggelkow and Terwiesch (2019), Uzunca et al. (2018), Zervas et al. (2017), and Zvolaska et al. (2019).

The mainstream sharing economy and CC-based systems come in three forms: (1) single product sharing based on a fee; (2) sharing through large-scale marketplaces; and (3) group-based sharing of products and services that aim at community involvement (Albinsson and Perera 2012). A mainstream typology of sharing models encompasses four areas: “public goods sharing” (Interstate Highway system in the USA, public facilities, opensource systems, World Wide Web, etc.), “access/club goods sharing” (industry-specific clubs and networks), “open commercial goods sharing” (bike/car sharing, fractional ownership-based models), and “closed commercial goods sharing” (airlines’ frequent flyer mile plans, cooperatives, mobile phone sharing plans, etc.) (Lamberton and Rose 2012, pp. 110–111) (see Fig. 2). Interestingly the bike-sharing system was introduced in Amsterdam in the sixties and provided benefits to the city and its residents. Other countries and cities also followed the main model with modifications and additional changes.

A. Evaluation of sharing and collaborative consumption sites:



B. Four formats of sharing and collaborative consumption (Lamberton & Rose, 2012, p. 110):

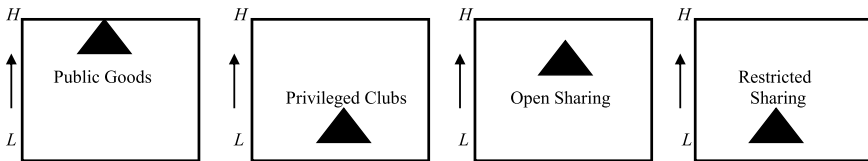


Fig. 2 Selected evaluation of 55 sharing and collaborative consumption firms and formats: sharing vs. access issues (2011–2020). Notes: (a). Firms/Web sites evaluated: 1. Airbnb, 2. Airtasker, 3. Bag Borrow or Steal, 4. Bookcrossing, 5. BookMooch, 6. Collaborative Fund, 7. CouchSurfing, 8. Divvy, 9. EatWith, 10. Flexicar, 11. Freecycle, 12. GoGet, 13. GuestToGuest, 14. HomeAway, 15. HomeExchange, 16. Oasis, 17. Jayride, 18. JustShareIt, 19. Kodesk, 20. Neighbor, 21. LiquidSpace, 22. Livop, 23. Munchery, 24. Neighborgoods, 25. Netflix, 26. NetJets, 27. OhSoWe, 28. OpenShed, 29. Park Circa, 30. RentN-Roll, 31. Rover, 32. Rent My Car, 33. RVshare, 34. Shared Earth, 35. Share Some Sugar, 36. Spacer, 37. Skyara, 38. SpotHero, 39. Sittercity, 40. Tamyca, 41. TaskRabbit, 42. 3DHubs, 43. ThredUP, 44. Tripping, 45. Trust Cloud, 46. Uber, 47. Vayable, 48. VRBO, 49. Wedding DressMarket, 50. WhipCar, 51. Zaarly, 52. Ziiilch, 53. Zilok, 54. ZimRides, 55. Zipcar. (b). Firms were selected because of their unique business models based on sharing and access to products and services

This classification helps us understand sharing and CC-based business models and exchanges between companies, online marketplaces, and consumers. Our goal in the paper is to concentrate on open commercial goods systems which revolve around sharing of goods and services by providing access to products and digital

Table 2 Selected sharing and collaborative consumption firms in global markets: products, benefits, value chain, and strategic growth issues (2022)

Company/country	Product/service	Sharing benefits	Value chain and strategic growth issues
Airbnb/USA	Room/property rent	Price/location	Rn, Vc-S, Gr-M, Mp-H, Ps-A, Pc-M, Gm-A
Airtasker/Australia	Outsourcing tasks	Price/convenience	Sh, Vc-L, Gr-L, Mp-M, Ps-L, Pc-M, Gm-M
Bag Borrow or Steal/USA	Ladies hand bags	Renting	Rn, Vc-M, Gr-M, Mp-H, Ps-H, Pc-M, Gm-W
BlaBlaCar/France	Carpooling	Convenience	Sh, Vc-M, Gr-H, Mp-M, Ps-H, Pc-M, Gm-M
Bolt/Estonia	Taxi service	Renting/convenience	Rn, Vc-M, Gr-M, Mp-L, Ps-L, Pc-M, Gm-M
Bookcrossing/USA	Sharing books	Price/convenience	Sh, Vc-S, Gr-W, Mp-A, Ps-A, Pc-M, Gm-W
BookMooch/USA	Trade books	Price/convenience	By, Vc-S, Gr-L, Mp-L, Ps-W, Pc-L, Gm-W
Carmal/Ireland	Ride sharing/rentals	Price/convenience	Sh, Vc-S, Gr-M, Mp-L, Ps-W, Pc-L, Gm-W
Collaborative Fund/USA	Funding entrepreneurs	Opportunities/risk taking	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-M
CouchSurfing/USA	Sharing space	Price/affordability	Sh, Vc-C, Gr-L, Mp-L, Ps-M, Pc-L, Gm-W
CrowdMed/USA	Healthcare	Price/affordability	Ah, Vc, Gr-M, Mp-L, Ps-L, Pc-L, Gm-M
Divvy/USA	Sharing plates in restaurants	Variety in food	Sh, Vc-S, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
DogVacay/USA	Pet sitting platform	Price/saving money	Sh, Vc-S, Gr-L, Mp-L, Ps-W, Pc-L, Gm-W
DriveMyCarRentals/Australia	Car sharing/rentals	Price/saving money	Sh, Vc-M, Gr-M, Mp-L, Ps-L, Pc-L, Gm-M
Easy Taxi/Brazil	Taxi rentals	Price/convenience	Rn, Vc-L, Gr-M, Mp-M, Ps-M, Pc-M, Gm-M
EatWith/USA	Culinary/dining experience	Price/adventure/variety	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
Enterprise Carshare/USA	Car rentals	Price/saving money	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
Fat Llama/USA	P2P/rentals	Convenience/price	Sh/ Vc-L, Gr-L, Mp-L, Ps-M, Pc-M, Gm-M
Flexicar/Australia	Car sharing/ rentals	Price/saving money	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
Getaround/USA	Car sharing/rentals	Price/saving money	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
Gett/Israel	Taxi rentals	Price/convenience	Rn, Vc-M, Gr-H, Mp-M, Ps-M, Pc-L, Gm-M
GoGet/Australia	Car sharing	Price/convenience	Rn, Vc-L, Gr-H, Mp-M, Ps-L, Pc-M, Gm-L
HomeAway/USA	Upmarket accommodations	Convenience/location	Rn, Vc-S, Gr-M, Mp-H, Ps-A, Pc-M, Gm-M
HomeExchange/USA	Home swapping	Adventure/locations	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
Jayride/Australia	Ride sharing	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
JustShareIt/USA	Ride sharing	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
Kodesk/Belgium	Office sharing	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W

Table 2 (continued)

Company/country	Product/service	Sharing benefits	Value chain and strategic growth issues
LiquidSpace/USA	Sharing space for business	Cost/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pe-L, Gm-W
Livop/France	Car sharing	Price/saving money	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-M
Lyft/USA	Ride on request	Price/convenience	Sh, Vc-M, Gr-H, Mp-H, Ps-H, Pc-H, Gm-M
Munchery/USA	Catering/home delivery	Convenience/price/location	By, Vc-S, Gr-L, Mp-L, Ps-L, Pe-L, Gm-M
Neighbor/USA	P2P self-storage	Price/convenience	Rn, Vc-S, Gr-L, Mp-L, Ps-G, Pc-G, Gm-G
Neighborgoods/US	Sharing products/goods	Price/affordability	Sh, Vc-C, Gr-L, Mp-M, Ps-M, Pc-L, Gm-M
Netflix/USA	Movie rentals	Price/convenience	Rn, Vc-S, Gr-H, Mp-H, Ps-G, Pc-G, Gm-G
Netjets/USA	Sharing small jets	Fractional ownership	Ow, Vc-S, Gr-H, Mp-H, Ps-G, Pc-G, Gm-G
NineFlats.com/Singapore	Sharing apartments	Convenience/location	Sh, Vc-M, Gr-H, Mp-M, Ps-M, Pc-H, Gm-M
99/Brazil	Taxi service	Convenience/price	Sh, H, Vc-M, Gr-M, Mp-M, Ps-M, Pc-M, Gm-S
Oasis/France	Sharing homes	Convenience/price	Rn, Vc-S, Gr-M, Mp-L, Ps-G, Pc-G, Gm-S
OhSoWe/USA	Sharing products	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pe-L, Gm-W
Ola Cabs/India	Taxi rentals	Price/convenience	Rn, Vc-M, Gr-H, Mp-M, Ps-H, Pc-M, Gm-M
Paxful/USA	P2P bitcoin marketplace	Financial access	Rn, Vc-A, Gr-M, Mp-L, Ps-M, Pc-M, Gm-W
Peerspace/USA	Renting out unique spaces	Convenience/price	Rn, Vc-A, Gr-L, Mp-L, Ps-M, Pc-L, Gm-W
Poshmark/USA	P2P clothing marketplace	Convenience/price	Sh, Vc-A, Gr-M, Mp-L, Ps-L, Pc-M, Gm-M
RentNRoll/USA	Tires/wheels on installments	Price/affordability	Rn/Ow, Vc-M, Gr-L, Mp-L, Ps-L, Pe-L, Gm-M
Rover/USA	Pet care sharing	Price/convenience	Sh, Vc-A, Gr-M, Mp-L, Ps-L, Pe-L, Gm-W
RYshare/USA	Sharing recreational vehicles	Price/affordability	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-S
Shared Earth/USA	Community gardening	Adventure/environment	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
Sharewear/Sweden	sharing clothing collection	Price/affordability	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-M
Sittercity/USA	Babysitting sharing	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-H, Gm-S
Skyrari/USA	Selling/sharing experiences	Knowledge sharing	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-M
SnappCar/Netherlands	Car sharing	Price/convenience	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-M
Spacer/Australia	Sharing/space rentals	Convenience	Sh, Vc-L, Gr-L, Mp-L, Ps-M, Pc-M, Gm-L
Splice/USA	Renting private spaces	Price/convenience	Sh, Vc-L, Gr-M, Mp-, Ps-M, Pc-M, Gm-M

Table 2 (continued)

Company/country	Product/service	Sharing benefits	Value chain and strategic growth issues
SpotHero/USA	Finding parking spots	Convenience/saving of time	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
TaskRabbit/USA	Renting helping hands	Price/convenience	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-M
3D Hubs/USA	Renting our 3D printers	Convenience/price	Rn, Vc-M, Gr-L, Mp-L, Ps-M, Pc-M, Gm-L
ThreadUP/USA	Sharing children clothes	Price/availability	Sh, Vc-S, Gr-M, Mp-M, Ps-M, Pc-M, Gm-M
Tripping/USA	Share living places	Price/convenience	Sh, Vc-C, Gr-M, Mp-L, Ps-M, Pc-L, Gm-M
Toy Library/USA	Renting toys	Price/saving money	Rn, Vc-C, Gr-M, Mp-G, Ps-M, Pc-M, Gm-M
Tumnums/Australia	Wardrobe sharing	Price/saving money	Sh, Vc-M, Gr-H, Mp-M, Ps-L, Pc-H, Gm-G
Turo/USA	P2P car-sharing	Convenience/service	Sh, Vc-m, Gr-M, Mp-M, Ps-M, Pc-M, Gm-L
Uber/USA	Rides on request/pick up	Convenience	Sh, Vc-C, Gr-M, Mp-L, Ps-L, Pc-L, Gm-W
Vayable/USA	Custom travel	Adventure/convenience	By, Vc-C, Gr-M, Mp-M, Ps-M, Pc-L, Gm-M
The Volte/Australia	Sharing trendy wardrobes	Price/saving money	Sh, Vc-C, Gr-L, Mp-M, Ps-L, Pc-H, Gm-G
VRBO/USA	Vacation rentals	Convenience/price	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
WhipCar/UK	Car rentals	Price/saving money	Sh, Vc-M, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
YourParkingSpace/UK	Renting our parking space	Price/location	Rn, Vc-S, Gr-M, Mp-M, Ps-L, Pc-L, Gm-G
Zilch/Australia	Re-using/recycling products	Price/location	Sh, Vc-C, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
Zllok/USA	Rentals (many products)	Price/cost/affordability	Sh, Vc-C, Gr-M, Mp-M, Ps-M, Pc-L, Gm-W
ZimRides/USA	Ride sharing	Convenience/saving time	Sh, Vc-C, Gr-L, Mp-L, Ps-L, Pc-L, Gm-W
Zipcar/USA	Car sharing/rentals	Price/saving money	Sh, Vc-M, Gr-H, Mp-H, Ps-H, Pc-M, Gm-H
Zum/USA	Ride and care/carpooling	Price/convenience	Sh, Vc-S, Gr-H, Mp-H, Ps-H, Pc-M, Gm-M

(1). **Sh**, sharing; **Rn**, renting; **By**, buying; **Ow**, ownership; **Vc**, value chain; **Gr**, growth; **Mp**, market profile; **Ps**, positioning; **Pc**, power of consumers; **Gm**, governance mechanism; **S**, simple; **L**, low; **M**, medium; **H**, high; **A**, acceptable; **C**, complex; **W**, weak; **G**, good

(2). Value chains and strategic and growth issues were computed by using company Web sites, business models, anecdotal evidence, industry surveys, Yahoo Finance, CNBC data, etc.

(3). For a detailed and exhaustive list of collaborative consumption sites, see Gansky (2010, pp. 165–220) and Google Search

(4). Companies in Table 2 were selected after analyzing their business models, Web sites, publicly available financial data, and equity research reports which are available to determine the factors contributing to each firm's success

platforms (see Fig. 2). From corporate and entrepreneurship perspectives, CC can take the forms of sharing, renting, buying, and taking ownership. Strategic issues that directly or indirectly become part of the sharing process and CC-based activities encompass value chains, corporate growth, market profile, positioning, power of consumers, and governance mechanism.

Selected literature

Published literature on the sharing economy and CC-related business models remain distinctly interdisciplinary and multifaceted (see Table 1). In recent years, the literature has added timely studies that set the pace for entrepreneurial opportunities and future research. Major empirical studies include “commercial sharing system” (Lamberton and Rose 2012, p. 109), “social influence of brand community” (Algesheimer et al. 2005, p. 19), and “consumer file sharing” (Hennig-Thurau et al. 2007, p. 1). Other investigations include opensource platforms, “social sharing of information goods” (Galbreth et al. 2012, p. 603), and sharing in international markets (Kozlenkova et al. 2021). These works remain well grounded in empirical investigations that deliver a meaningful value added to the literature. Other useful studies and interdisciplinary research that shed light on sharing and CC-related business models were investigated by Albinsson and Perera (2012), Belk (2010), Benkler (2004), and Botsman and Rogers (2010b). Additional investigations are equally valuable and encompass Firnkorn and Müller (2011), Loose et al. (2006), McGuire (1991), and Truffer (2003).

From academic and practitioners’ perspectives, investigations that popularized and replicated sharing- and CC-based systems encompass Barbasi (2003), Botsman and Rogers (2010a,b), Gansky (2010), Lee (2022), Li et al. (2022a, b), Shirkey (2009, 2011), and Porter and Kramer (2011). Related works that bring interdisciplinary and multifaceted character of this discussion and review-based studies include Anderson (2006), Eisenmann et al. (2011), Rojanakit et al. (2022), Surowiecki (2004), and Tapscott and Williams (2010). Overall, the literature remains to be scientific and meaningful regarding its value added, investigations, and interdisciplinary contents (see Table 1). As discussed, the literature of the sharing economy and CC-based consumption truly remains to be interdisciplinary because of discipline-specific philosophies, emerging business models, entrepreneurial initiatives, and consumption patterns. Today’s changing forces of globalization also add a new dimension when dealing with technologies, knowledge-based systems, and market opportunities. Of course, a few areas of globalization are in retreat because of protectionism and trade barriers (Levinson 2020) but will recover in the coming years.

Data collection and methodology

For this paper, we identified sharing- and CC-based firms and organizations in car rentals, property, sharing rides and space, fractional ownerships, sharing experience, renting tools and equipment, parking spaces, consumer durables, and related areas (see Table 2). The study used Web-based secondary data, company Web sites, and

surveys and investigated 73 firms and marketplaces from ten sectors that actively use sharing- and CC-based business models worldwide. Online data collection is a useful source of information and has been used by investigators before. We discussed “strategic issues” and “entrepreneurial opportunities” which are listed in Fig. 1. For our literature review, we employed interdisciplinary approach because of the diversity of topic and its rich material and meaningful investigations (see Cheng et al. 2009, 2014; Dunning 1989; Morss et al. 2018; Pieters and Baumgartner 2002).

Interdisciplinary research is useful in “cross-functional integration” (Cantwell and Brannen 2011, p. 4) and adds value to multiple topics and academic disciplines (Morss et al. 2018). Interdisciplinary research is also a popular and useful tool that was used in multifaceted studies and academic investigations in social science (Pieters and Baumgartner 2002; Rafols et al. 2012; Siedlok et al. 2015; Weiss 1986). A list of selected sharing and CC-specific firms and marketplaces that created entrepreneurial opportunities in global markets are listed in Table 2. These firms remain to be inherently adventuresome with their distinct business models and digital platforms and continue to grow in the USA and global markets.

Results, discussion, and research agenda

Table 2 and Fig. 2 provide detailed information on 73 sharing and CC-based business entities and marketplaces that sell and share products and services in the USA and global markets. These fast-growing businesses were analyzed within their current operational issues (i.e., Sh, sharing; Rn, renting; By, buying; and Ow, ownership). To understand the issues of sharing-based systems and CC models, it is important to know about those strategic issues that directly/indirectly impact the sharing economy and CC areas. These include value chain (Vc), growth (Gr), market profile (Mp), positioning (Ps), power of consumers (Pc), and governance mechanism (Gm). Selected findings of the paper are as follows:

- (1) Car rental sharing companies are one of the fastest growing CC-based firms in North America and Europe because of consumer demand, changing lifestyles, pricing issues, and idle capacity of automobiles (over 15 h per day; see Table 2 and Fig. 2). By using product-specific and “differentiation strategies” (Frey et al. 2019, p. 143), car rental companies have capitalized on the sharing economy and CC-based systems regarding targeting consumers and changing lifestyles (see DriveMyCarRentals, Flexicar, Getaround, Livop, RentNRoll, RVshare, Tamya, WhipCar, and Zipcar).

The market leader among today’s sharing-based auto rentals remains to be Zipcar that raised millions in its IPO. The basic model of sharing is highly influenced by value chains, corporate growth, consumer loyalty, and niche markets. Problem areas for these companies in CC originate from positioning hurdles, consumer trust, product quality, and governance system. Basically sharing-based car rental companies’ quality and corporate growth is determined by size, location, and reputation. These areas continue to be the main success factor in sharing and CC systems (see Fig. 1).

- (2) Because of low transaction cost, competition, and new business models, sharing and CC-based models continue to grow in those sectors where companies maintain efficient value chains and infrastructure. Table 2 provides a list of firms and marketplaces that capitalize on social networks and real time technologies. In 2011, a well-known property rent/sharing firm Airbnb's platform was valued at \$1.3 billion because of its successful entrepreneurial model, fast growth, and established customer networks. In 2022, the same firm amassed massive resources and a network of properties worldwide and its market capitalization stood at \$100 billion. Airbnb maintains an efficient network of properties for renting with an aggressive growth model and entrepreneurial platform. It is classic example in international entrepreneurship that continues to defy analysts and industry experts.
- (3) Most of the CC-based business models have been created because of consumers' economic hardship, quality problems, and financial constraints (Borowiak and Ji 2019; Hagiü and Wright 2019; Jiang and Tian 2018). Other reasons are the rise of social media, ethical marketing, and problems of overconsumption in the society. In the presence of Covid-19 crisis, sharing and CC-based platforms continue to expand in the USA and global markets because of consumer hardship, job losses, and financial constraints. Some of the firms in the sharing business and CC are growing because of their product offerings that help consumers save money and time.
- (4) Product-related luxury attributes and renting expensive brands are another growth factor behind sharing-based systems and CC. Companies such as Bag Borrow or Steal and NetJets are the results of this behavior where consumers show reluctance to spend exorbitant amount of money. More and more brand conscious consumers share luxury goods and rent on weekly/monthly basis. Fractional ownership in expensive products is another segment where value chains have been simplified to increase demand and consumer trust. Table 3 provides a list of companies that especially cater to these fast-growing segments that rely on sharing rather than buying.
- (5) In mass-scale sharing and CC-based systems, convenience and profitable segments go side-by-side. Sharing of products and services are a major catalyst behind these activities as well (Kumar et al. 2018; Lutz and Newlands 2018). Figure 2 compares and contrasts 55 firms and their sharing and access models. This list includes a multitude of firms that created entrepreneurial opportunities in the global sharing economy and online markets and continue to thrive because of changing lifestyles and consumer demand (Cho et al. 2019). Interestingly car rental companies rank high on sharing because of members' commitment and loyalty to CC systems. At the same time, a handful of entrepreneurial ventures have failed because of ill planning, inexperienced management, and meager financial resources (Chasin et al. 2018).
- (6) Continuous innovative capacity regarding growth and expansion is limited in many sharing systems. "Hybrid business models" (Reuter 2021, p. 603), imitation, and "follow the leader" growth strategies are pursued by those firms that carry limited experience, financial clout, and market coverage. The car rental sharing system has witnessed the arrival of local and small companies in the

USA and global markets because of consumer demand, convenience, and availability of new apps, and technologies. At the same time, company-specific growth is available to those firms that maintain efficient value chains, financial prowess, and logistical infrastructure. Zipcar stands out in this category although the firm has encountered problems in customer service, quality control, and shortage of car models.

- (7) Dealing with complex value chains, positioning, and market entry issues are major hurdles faced by sharing-based systems (see Fig. 2). For example, real estate, land, and house exchange sites remain limited in their growth and expansion because of limited entrepreneurial initiatives, customer trust, locations, and regulatory issues. These areas are particularly cumbersome where checks and balances are limited and companies lack a proper infrastructure. For these reasons, sharing and entrepreneurial opportunities remain to be narrow and are constrained by local laws and regulatory standards.
- (8) Company-specific alliances and large-scale cooperation in the sharing economy and CC are limited because of limited infrastructure and technology standards. Establishing a large-scale CC-based system is difficult in today's business world. Starting a small sharing-based system carries low cost but does not yield growth opportunities because of weaker positioning and limited infrastructure. Consumer attachment is inherently strong in those firms that excel in well-tested apps, real-time technologies, social media coverage, and efficient infrastructure.
- (9) In global markets and emerging sectors of international entrepreneurship, regulatory areas remain disruptive because of vague rules and fuzzy standards. Many sharing economy firms and CC-based models were started as small enterprises and carried limited infrastructure and facilities. Most of the sharing systems and CC-based firms remain local and have a difficult time expanding because of limited financial resources and infrastructure. Findings in Table 2 and Fig. 2 validate this discussion and arguments. At the same time, some of the sharing economy-based firms have become major brands because of successful market coverage and planning (see Airbnb, Uber, Lyft, Ola, Zipcar, etc.). Consumers' attachment to CC and sharing systems is distinctly evident in the forms of heightened customer demand and platform-related consumption. This is a unique entrepreneurial phenomenon that transcends across national borders. Sustainability and environmental issues are equally important in this debate and do complement a wide array of areas and business sectors.

Most of the sharing and CC initiatives were found to be haphazard in their introduction and early stages of life cycles. This could be the result of untested business models, inexperienced management, and limited markets. These areas definitely provide useful lessons and practical implications. Entrepreneurs and entrepreneurial firms in international entrepreneurship need to pay attention to CC and its sharing-based systems that at present continue to grow in the USA and global markets (see Table 2 and Fig. 2).

Table 3 Research issues, criteria/settings, and future research agenda in the areas of sharing economy, collaborative consumption, and entrepreneurial opportunities

Research issues and investigations	Suggested criteria, research settings, and future agenda
*Issues of firm-specific marketing strategies regarding CC and sharing systems (Apte and Davis 2019; Galbreth et al. 2012; Muñoz and Cohen 2019)	Investigating CC-related companies (see Table 2) that excel in sharing. Research setting: Interviews and case-based longitudinal studies
*Issues of consumption patterns and buying habits of consumers in different sectors of CC and sharing systems (Jiang and Tian 2018; Dellaert 2019)	Investigating consumption patterns and buying habits. Research setting: primary data
*Issues of “commercial sharing systems” and participation (Lamberton and Rose 2012, p. 109) in global markets	Investigating commercial sharing system beyond cars, cell phones and bicycles. Possible sectors include farming and gardening, college textbook sharing systems, commodity exchanges, food clubs, and health clubs also can be investigated globally
*Branding issues in fast growing sharing and CC areas such as car rentals, fractional ownership, and transportation (Standing et al. 2019)	Investigating companies’ multiple brands and their branding strategies in CC-based environment. Research setting: case-based research
*Issues of “the sharing economy” and its spillovers effects (Sacks 2011, p. 88) and business models (Muñoz and Cohen 2019)	Investigating the sharing economy and its impact on other sectors that may include fast growing consumer sectors (durable goods). Research setting: field research and interviews are possible
*Issues of current and future “open source user communities” and new digital platforms (Cusumano et al. 2019)	Investigating active open-source communities beyond computers and their behavioral characteristics and social influences in global markets
*Issues of “group composition and collective consumption” (McGuire 1991, (p. 1391)	Investigating collective consumption in 3–5 income groups based on lifestyles and social networks. Research setting: primary data
*Issues of “brand community” in CC-related systems (Algesheimer et al. 2005, p. 19) and cross-cultural sharing (Uzunca et al. 2018)	Investigating brand communities in CC-related sectors such as cars, apartments/homes, tools, and durable goods in multiple countries. Research setting: primary data, interviews, case-based studies, and photographic essays in cross-cultural perspectives
*Impact of group-related activities and online-based community participation” (Zhu et al. 2012, p. 394) in CC- and sharing-related actions	Investigating group consumption in social networks and virtual communities. Research setting: primary data and interviews
*Issues of institutionalization and their impact on CC and sharing (Vaskelainen and Münzel 2018)	Investigating institutions and their role in supporting and encouraging CC. Research setting: case-based studies and primary data
*Issues of digital disruptions, new business models, and applications to the sharing economy and CC-based systems (Berger et al. 2018)	Investigating digital disruptions in multiple industries and markets that carry long-term repercussions and impact on industries and markets in global markets
*Issues of connected markets and industries as well as the IoT on sharing economy and CC (Dellaert 2019; Porter and Heppelmann 2014, 2015)	Investigating connected markets and IoT-related sectors globally

Table 3 (continued)

Research issues and investigations	Suggested criteria, research settings, and future agenda
*Issues of waste and overconsumption within the sharing economy and CC areas (Parker et al. 2019)	Investigating the issues of waste and overconsumption in the sharing economy and CC across national borders and high mass consumption sectors

Research agenda

Currently, the topics of sharing economy and CC-based systems are going through major structural changes worldwide because of heightened consumer demand, new technologies, and growth (Cusumano et al. 2019). For this reason, in Table 3, we briefly provide research issues, criteria, and future research agenda which are as follows:

- (A) For fast-growing entrepreneurial firms, company-specific activities are important regarding managing brands and corporate expansion. The same applies to the sharing economy and CC where corporate growth and expansion are critical regarding firms' survival. Because of environmental issues and consumer awareness, ethical and green initiatives remain important in the sharing process as well (Gonzalez-Padron 2017; Grinevich et al. 2019). Fast growing sharing systems continue to capitalize on ethical activities and societal welfare. A case in point is the "Uber effect" which continues to bring structural changes in the sharing economy and CC-based business models (see Berger et al. 2018, p. 197; Bradshaw 2019; Brown 2019). Uber's fast growing business model has encouraged competitors to seek growth beyond their national borders.
- (B) Issues of trust, consumption, sustainability, and buying habits of consumers (Curtis and Mont 2020; Ko et al. 2022) in different sectors of the sharing economy and CC-based systems continue to take new forms and growth models. Table 2 provides a selected list of firms that remain active when dealing with new markets and growth models. In international entrepreneurship, this is the hallmark of creating new ventures and businesses. Most of today's sharing economy firms and businesses aim at creating consumer convenience, value chain efficiencies, new opportunities, and economies of scale.
- (C) Topics such as "commercial sharing systems" (Lamberton and Rose 2012, p. 109), branding issues, fractional ownerships, and "the sharing economy" (Sacks 2011, p. 88) can be valuable research streams regarding conducting interviews, photo essays, and related studies in global markets. These research topics may also be pursued through social media and related digital platforms.
- (D) Issues of current and future opensource platforms, social capital, and their behavioral characteristics and influences are important research topics because of changing business models and availability of sharing systems (Tóth et al. 2022). Also important are the emergence of "disruptors" and new business models that bring opportunities and problems in the sharing economy (Chang and Sokol

- 2022). These investigations add a meaningful value to the literature because of new topics and research streams.
- (E) “Group composition and collective consumption” (McGuire 1991, p. 1391) are major topics in sharing and CC-based systems but have not been investigated within income groups and social networks. These areas can add a good value to the literature if investigated properly.
 - (F) Issues of “brand community” (Algesheimer et al. 2005, p. 19) in CC-related environments such as cars, apartments/homes, tools, and durable goods in multiple countries can be useful research topics because of the diversity of sharing and CC models. Because of mass consumption in developed countries and emerging markets, there are available markets that can provide data and research opportunities.
 - (G) Group activities and “online community participation” (Zhu and Iansiti 2012, p. 394) within sharing and CC-related activities can reveal interesting results because of community-based consumption and entrepreneurial initiatives in social networks and virtual groups.
 - (H) Institutional issues and their impact on CC remain to be diverse and multifaceted (Dellaert 2019). Country-specific institutions and regulatory bodies impact entrepreneurial firms and sharing models. Replicating these studies in multiple business environments and countries can be helpful regarding analyzing institutions and their value chains and corporate expansion.

Implications and concluding comments

There is much to be learned and replicated from the areas of the sharing economy, CC-based systems, and entrepreneurial firms because of changing business models, emerging digital platforms, and heightened consumer demand in global business. The paper’s main contribution is in five areas. First the work looked at CC- and sharing-based marketplaces that create unique business models and digital platforms. Second, we reviewed interdisciplinary literature of the sharing economy and CC-specific studies that relate to international entrepreneurship. Third, the work provided a logical discussion of sharing and CC which we believe can turn into a big industry if supported by consumers and innovative entrepreneurs. Fourth, the paper provided a platform on which CC- and sharing-related investigations can be built and analyzed for future research. Finally, the work investigated 73 sharing and CC-based firms from ten sectors and global marketplaces that introduced unique business models and entrepreneurial ventures.

The findings of this paper validate that the sharing economy and CC-based systems are important areas in international entrepreneurship and find a distinct place in a multitude of research streams and digital platforms (The Economist 2020, 2022a, b; Ko et al. 2022; Li et al. 2022a, b). At times, there are a few credible studies conducted in the business literature that deal with these areas (see Albinsson and Perera 2012; Algesheimer et al. 2005). Other investigations include Belk (2010), Gerwe and Silva (2020), Hennig-Thurau et al. (2007), Lamberton and Rose (2012), Sundararajan (2016), and Zhang et al. (2018). Since corporate growth is a critical area in the literature regarding companies’

expansion and survival (Golder et al. 2012), it will be interesting to gauge how the sharing economy and CC-based organizations and marketplaces handle growth and survival in the coming years because of market disruptions, saturation, and maturity (Bond and Bullock 2019). This will be particularly important in the post-Coronavirus crisis period and may impact sharing platforms and CC-based systems.

Managerial implications of CC- and sharing-based systems and business models are important and can be applied to those areas that deal with consumer sectors such as car rentals, luxury goods, apartments, fractional ownerships, and durable products. We believe that the sharing economy and CC-based systems can become an extension of the mainstream international entrepreneurship literature in the exchange process that deals with growth and new business models. Like any research investigation, this paper also carries some limitation. The present work in its current form is somewhat limited in its data coverage and business sectors although the paper uncovers a useful discussion which is timely and relevant when dealing with today's sharing models, CC patterns, and entrepreneurial areas (see Kolade et al. 2022; Liu et al. 2022).

The literature and discussion presented in the paper truly reflect today's changes in international entrepreneurship and global markets that strive to bring new business models and entrepreneurial systems. No wonder sharing models and CC areas are fast emerging in the USA and global business. New ventures and business models continue to thrive because of consumer demand, efficient value chains, and convenience (see Table 2 and Fig. 2). Entrepreneurs, consumers, and researchers need to pay attention to the sharing economy and CC-type of companies that at present are involved in creating entrepreneurial opportunities and niche industries. At the same time, overconsumption and sustainability are equally important that demand additional studies and empirical evidence. As discussed by Belk (2010), The Economist (2010, 2019, 2022a,b), Lamberton and Rose (2012), and others, discussion on sharing and CC is important because of overconsumption, community involvement, and social responsibility (Albinsson and Perera 2012; Roos and Hahn 2019). At the same time, "community participation" (Algesheimer et al. 2010, p. 756) and group-related buying activities can create new entrepreneurial opportunities and company-specific growth.

In the coming years, "traditional ownership-based systems," "commercial sharing systems" (Lamberton and Rose 2012, p. 109), "the alternative marketplaces" (Albinsson and Perera 2012, p. 303), and "utility theory" (Hennig-Thurau et al. 2007, p. 1) models will require additional investigations because of the complexity of sharing models and CC-based systems. These are particularly important when dealing with global entrepreneurial opportunities and emerging business models. In addition, "social organizations" and "brand communities" (Algesheimer et al. 2005, p. 20), "alternative models of sharing," and "aggregate extended self" (Belk 2010, pp. 722, 725) will definitely necessitate a major revisit from researchers and practitioners because of changing corporate strategies, social capital, "digital commons," and new entrepreneurial models (Ossewaarde and Reijers 2017, p. 609; Paik et al. 2018).

Finally, in the coming years, it is possible that sharing economy firms and CC-based marketing systems become major business platforms in their respective

categories, industries, and niche sectors in the USA and global markets. These activities are critical when dealing with international entrepreneurship and its fast-developing theories and scholarship. On balance, consumption and consumer-specific activities in sharing create new business models, industrial opportunities, and niche models. These issues and related topics were discussed by Baron (2018), Berg and Johnston (2019), Cramer and Krueger (2016), Cusumano et al. (2019), Dellaert (2019), Gupta et al. (2019), and The Economist (2019, 2020, 2022a,b). As shown in Table 2, hundreds of new sharing ventures and corporate initiatives were created that aimed at niche business sectors. These entities compete and cooperate to create tangible opportunities in international entrepreneurship in global markets. In the long-term, this can be a win–win situation for the sharing economy firms and CC-based systems regarding creating global opportunities, jobs, and above all, demystifying traditional value chains and business models.

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Authors and Affiliations

Syed Tariq Anwar¹ 

✉ Syed Tariq Anwar
sanwar@mail.wtamu.edu

¹ Department of Management, Marketing & General Business, Engler College of Business, West Texas A&M University, 2501 4th Avenue, WT Box 60809, Canyon, TX 79016, USA

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