Digital Sharing Economy

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ABSTRACT

The modernization of traditional manufacturing industries and service industries, organization of trading and purchasing procedures, related financial and logistics operations, changes in consumption patterns in the presence of thorough penetration of information technologies and digitalization of economic processes creates the basis for forming new markets and new conditions of their operation. One of the effects of global technological changes and digitalization of consumer experience was the development of a new form of trade and property relations – a share economy. Reorientation of consumer behavior from purchasing to sharing, exclusion of intermediaries from a “client – contractor” chain, strengthening the role of online reputation and self-regulation of the community to ensure the quality of services revolutionize a business model in many areas. Digital share economies will evolve and transform over the next few years. In this regard, it becomes important to study the essence, principles of functioning, and development of new business models.

KEYWORDS

Digital Economy, Digitalization, Management, Modern Business Models, New Reality, Share Economy, Sharing Resources

INTRODUCTION

The modern economy is postindustrial, and it is often called a new, innovative, knowledge-based economy, economy of competencies, and economy of networking. It should be noted that these definitions, on the one hand, have different meanings, and, on the other hand, characterize the same period of economic activity. Recently, the concept of digital economy has emerged in the economic theory and practice of a number of countries. This is due to the fact that the beginning of the XXI century has brought the development of digital technologies on the basis of the information revolution and globalization of the economy. Information in the society and business processes has become a major resource. In the hands of humans, it is transformed into knowledge, and socio-economic relations are increasingly transferred to the network space.

Digital economy operates at three levels - markets and industries, platforms and technologies, environment (Bershadsky et al., 2017). At the first level, suppliers and consumers interact, at the second level; competencies are formed for the development of markets and sectors of the economy. The third level is the environment that creates conditions for the development of platforms and technologies. Technological tools and management models are necessary for its successful operation and development. They will participate in all three levels, create “cross-cutting” technologies to operate in the global market and develop infrastructure for the digital economy (Mkrtchian et al., 2016).
BACKGROUND

Currently, digital economy is included in the list of main directions of strategic development of Russia and many foreign countries. At the governmental level, the aim of creating conditions for deep system digitalization of life and economic order in Russia is outlined (Vertakova et al., 2016). The development of digital economy can influence the internal and external business environment, its behavior models, but today it is still difficult to implement such models in practice. In any case, the technology itself which makes it possible to build digital control models, has not yet reached the required level of maturity and continues to develop (Plotnikov et al., 2017).

The combination of conditions and factors of information globalization has led to the formation of new economic realities, commonly called “digital economy”, the formation intensity of which is different for individual countries. Big data and digital technologies lead to high-speed decision-making, communication with buyers or suppliers and control, both on the demand side and on the supply side (Vertakova and Plotnikov, 2016). The economy has gradually moved away from the traditional model of centralized organizations, where large operators, often being dominant, are responsible for providing services to a group of passive consumers.

Until now, scientists and practitioners have not formed a consensus on the essence of the digital share economy: some consider it an effective platform for transactions within a network that unites equal participants, while others see it as a source of corruption and shadow cash flows, and other negative events that hinder economic growth. Despite this, none of the economists will deny that share economy has great prospects and it already has a significant impact on global economic processes.

The aim of the present study is to substantiate the essence, peculiarities and features of digital share economy, as well as to determine the directions of its development in Russia. The study was carried out based on materials describing the development of this concept both in the whole world and its spread in the Russian economy.

MAIN FOCUS OF THE ARTICLE

Issues, Controversies, Problems

Interest in the study of share economy is only increasing with the development of digitalization processes. The fact is that many economists call its spread in the world as one of the intense features of digital economy. The basis of share economy is collaborative consumption. In the scientific world, it is believed that the term was introduced in 1978 after the publication of the article by American scientists Marcus Felson and Joe L. Spaeth in the journal American Behavioral Scientist (Felson and Spaeth, 1978).

The concept of share economy was first introduced into practice by Professor of Law, Lawrence Lessig at Stanford University in 2008 when he described how many Internet users save significantly by organizing a group in the network and ante up to buy things with a very large discount (Owyang and Jeremiah, 2015). And by 2010 there had been a rapid rise of Internet services for the exchange of services and things between individuals so that the phenomenon of sharing was spoken about everywhere: the American magazine Time called the collaborative consumption one of the ten ideas that would change the world (Vidas-Bubanja and Bubanja, 2016).

The works of the following scientists have made a special contribution to the study of the theory of share economy and its role in the modern ecosystem: Don Tapscott (1999), Stephany (2015). The research papers of such scientists and professional communities as the Boston Consulting Group (2010), International Bank for Reconstruction and Development (2016) are devoted to studying the information society, the formation of new technological methods, e-business models, the introduction of digital technologies and digital economy development.
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