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BUSINESS MODEL OF SHARING ECONOMY AS NEW STAGE IN ECONOMY

Nowadays our world changed rapidly all transformation in economy leads to new business models. The Internet opened new way to run a business. In that case crucially to study general trends and changes in consumption sector. That is why new terms such as a sharing economy should be studied. The rise of the sharing economy has been rapid and transformative which have resulted in creation new business model. The core of it is collaborative consumption.

Due to the formation and development of a phenomenon such as «sharing economy», international business is being changed, new opportunities for consumers and enterprises are created. The rapid development of enterprises with a business-oriented, shrink-oriented business model, their popularity and success proves the competitiveness of these companies and poses a threat to companies whose services are equivalent to new business models. The study of new business models of the sharing economy and their impact on existing companies, as well as the possibility of using the elements of sharing business models in the old companies, is very important.

The purpose of this work is to study the preconditions for the formation and specificity of the operation of business model of sharing economy.

To gain the purpose firstly should investigate market forces drive of the sharing economy than functional specificity business-model of the sharing economy.

The sharing economy is a complex and dynamic part of the digital economy. Digital economy refers to an economy that is based on digital computing technologies, although we increasingly perceive this as conducting business through markets based on the internet and the World Wide Web. The digital economy is also

sometimes called the Internet Economy, New Economy, or Web Economy. Increasingly, the digital economy is intertwined with the traditional economy, making a clear delineation harder [1].

Looking through the Internet regarding definition of sharing economy was determined that it has several synonymous such as collaborative consumption, the mesh. Overall, it describe the same and shown that the sharing economy is driven and enabled by the societal, economic and technology drivers.

An overview of how a business creates value for its customers in the sharing economy, how it delivers this value and in what way this value-transaction generates revenue [2].

The sharing economy creates value in at least five ways [3]:

- By giving people an opportunity to use others' property, it allows underutilized assets or «dead capital» to be put to more productive use.
- By bringing together multiple buyers and sellers.
- By lowering the cost of finding willing traders, haggling over terms, and monitoring performance, it cuts transaction costs and expands the scope of trade.
- By aggregating the reviews of past consumers and producers.
- By offering an «end-run» around regulators who are captured by existing producers, it allows suppliers to create value for customers long underserved by those incumbents that have become inefficient and unresponsive because of their regulatory protections.

The main peculiarity of the operation of the sharing economy are specific ways of creating value by companies: increasing the productivity of "dead capital", obtaining additional income, creating favorable conditions for exchange and transparency in the provision of services. It is provided to such enterprises huge advantages over traditional business models, allows implementing the principles of sustainable development, especially its ecological component. In addition, this process, which began with a limited range of industries and services, currently covers more and more sectors of the economy.

There is a rapid growth of the sharing economy since were created companies with such a business model. Moreover, the transition from personal ownership to public access continues to increase business value. New startups have completely changed the industry, from taxing to the hotel business, providing economically and socially efficient services.

Consequently, market circumstances change dramatically and the sharing economy improves the environment by sharing existing assets, generating a sense of involvement in society, creating new connections and allowing income from passive assets, reducing costs and accessing expensive goods.

The sharing economy has its fair share of legal problems, with everything from lawsuits to strikes occurring around the world in opposition to companies like Uber and Airbnb. Legal issues are integral to understanding the growth of collaborative consumption.

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