



# Workshop on Sharing Economy The Interactions of people, technologies and organisation

Date of the workshop: June 25, 2018

**Organizers:**

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**Background**

Sharing economy is highlighted by Time Magazine as one of the 10 ideas that will change the world. There is an increasing attention from information systems (IS) academics and practitioners to place on the assessment of the impact of sharing economy applications on individual, organisation, business ecosystem society. Whilst some prior IS studies that investigate users' sharing intention in the sharing economy platforms have been already studied, to our knowledge there is less discussion on the integral aspects of IT, people and organisation to explain the phenomenon of sharing economy. From a people perspective, for example, challenges exist regarding how to engage users and service providers using a new commercial sharing platform, and optimize their benefits accruing from the adoption of particular commercial sharing platform since there are commercial benefits and possible trading value involved with in addition to the previous sharing literature. From an IT perspective, little is known about what new design features in terms of website interface and security required for sharing economy to fulfil its promise. Moreover, we found organisation perspective on sharing economy are noticeably absent from the existing literature. There is a paucity of research in discussing how organisations or industries can benefit from the sharing practices. It is also unclear what essential strategies, resources and capabilities that organisations should acquire to succeed in maximizing the value of sharing economy. Accordingly, the objective of the workshop is to refine our understanding of how IT as a tool affects sharing economy and how people (e.g., service providers and consumers) and organisations (e.g., business suppliers, platform providers, and regulatory institutions) can be influenced by the sharing economy.

## Theme of the Workshop

- Development of new applications, artifacts and services supported by the concept of sharing economy
- Implementing the IT design process and principles to develop new forms of business models fostered by sharing economy
- Examining how can design features of sharing economy be applied/transformed to existing e-commerce platforms?
- Leveraging big data analytics techniques for suppressing sharing economy markets?
- Privacy and security issues from the IT design aspects in the sharing economy
- The adoption of IT platforms for sharing economy in emerging markets (e.g., Brazil, India, China, and Russia)
- Understanding how to design and diffuse IT platforms of sharing economy to effectively tap into local demand in advanced and emerging markets
- Developing consumer journeys in sharing economy markets
- Examining the social and psychological factors that influence user participation in IT platforms for sharing economy
- Exploring ways to stimulate service providers' intention to share their goods in commercial sharing platform □ Understanding how sharing economy impacts on people's life (e.g. improve psychological and social well-being and economic conditions)?
- How does business value can be co-created with stakeholders in the sharing economy?
- Discovering essential strategies, resources and capabilities that enable organisations to compete in the sharing economy
- Case study of individual and organisation in the sharing economy
- The implementation of sharing economy in the context of business-to-business (B2B)
- The impact of trust on behavioral intention in the sharing economy
- Cultural, legal and multinational issues in the sharing economy processes and IT platform

## Submission Guideline

- The workshop does not publish ECIS 2018 proceedings. Selected good papers presented at the conference will be invited to consider submission (after required extension) for the special issue of sharing economy in *Information Technology and People*. We encourage the authors to limit the length of their submissions to five (5) pages. The submissions should be e-mailed to Yichuan Wang, [yi-chuan.wang@newcastle.ac.uk](mailto:yi-chuan.wang@newcastle.ac.uk) and William Yu Chung Wang, [william.wang@waikato.ac.nz](mailto:william.wang@waikato.ac.nz) with the words "Sharing Economy Workshop at ECIS 2018" in the title.
- Research in progress paper submitted to the main conference can also submit to the workshop to attend the discussion of the prospective full paper for possible publication in *Information Technology and People*.

Submission Deadline: April 15, 2018

Notification to Authors: May 11, 2018

Deadline for Final Papers: June 1, 2018

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