



University of Wales

Trinity Saint David

Doctor of Business Administration

HKBM7000

Approaches to Research and Academic Communication

Lecturer: Prof. Luk Chung Leung

Research Proposal

Oral presentation

How government supports can impact the popularization of Sharing Economy?

Presented by: Carlo Yu

Student no.: 1922497

Abstract

The Sharing Economy (SE) enables the exchange of goods and services between producers and consumers over the Internet.

- With the advancement of ICT, the SE helps to propel the economy in a lot of countries
- Achieves sustainable growth by effectively utilizing resources
- Setbacks that hinders the adaptation of SE:
 - laws and regulations are usually lagging behind
 - existing stakeholders' interests not properly indemnified
- SE is a new emerging concept in the business world, there has not been abundant amount of researches and literature regarding this particular subject
- This research is to attempt to identify the supports need to be privileged so the growth of SE can be more substantiated

Introduction



Broad Picture

Sharing Economy is benefiting the society in a lot of aspects, with the help of the government it can be further popularized.



Research Question

1. *How gov't can help to promote Sharing Economy?*
2. *To what depth, the gov't should get involve?*



Purpose

To examine the existing practice of the supports for promoting SE; to identify what can be improved.



Research

Examining the conventional models of business, government policy, legal orders, local and global economic aspects changed when adopting SE.

Sharing Economy Companies



Ride sharing

Uber
Lyft
Didi



Bike-sharing

Gobee Bike
OFO
Mobike
HelloBike



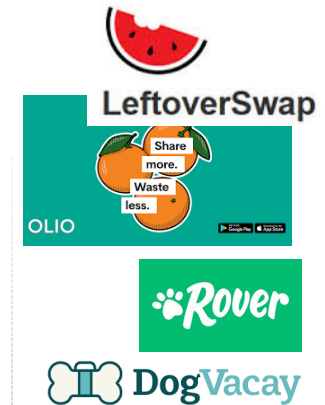
Accommodation sharing

Airbnb
OYO
Mafengwo



Mobile battery sharing

Energy Monster
AnkerBox
Laidian



Misc.

LeftoverSwap
OLIO
Rover.com
DogVacay

Some of the benefits of Sharing Economy



Ride sharing

01

With less cars on the road, urban air pollution issue can be alleviatedⁿ(Santini et al., 2014)

Accommodation
sharing

02

Turn vacant rooms and spare time into financial income for burdened home owners.

Bike sharing

03

To connect the last miles which bridging the public transportation is incapable of covering (Fishman et al., 2013)

Mobile battery
sharing

04

Helps to bolter the mobile digital lifestyle and e-government initiatives. To reduce the “out-of=battery” anxiety of individuals.

Others

05

From various personal interests to essentials, Sharing Economy has its footprints in.

Literature Review



The term sharing economy is considered extending the idea of collaborative consumption, some scholars means only a significant portion of the entire economic connections that are anchored on sharing (Gorog, 2018).



The public and government acknowledged the potential benefits of SE, but it has not been fermented well due to the disruptive approach takes time to fuse into the existing systems of the society, such as laws and regulations, infrastructure of the community. Most government and existing conventional stakeholders are lagging behind (Accenture, 2016).



SE prevails through Internet platforms, and the primary objective is to maximize resources by utilizing social capital (trust) as a foundation of economic relations. (Koch et al., 2019).

Methods / Approaches



Questionnaires

Consumers
Endusers



Interviews

Service providers
Consumers



Case Studies

Service providers
In different
geographical
location (HK /
China)



Observation

Government
Policy makers.

The sampling demographic group is to be selected from Hong Kong and the major cities in China such as Shenzhen, Shanghai, etc.

Interviews: 10-20 companies

Surveys & Questionnaires: 100-150

Methods Limitations



01

Limitation

Qualitative research is suggested to be used for exploratory purpose

02

Limitation

By using case studies, there could be interpretation bias.

03

Limitation

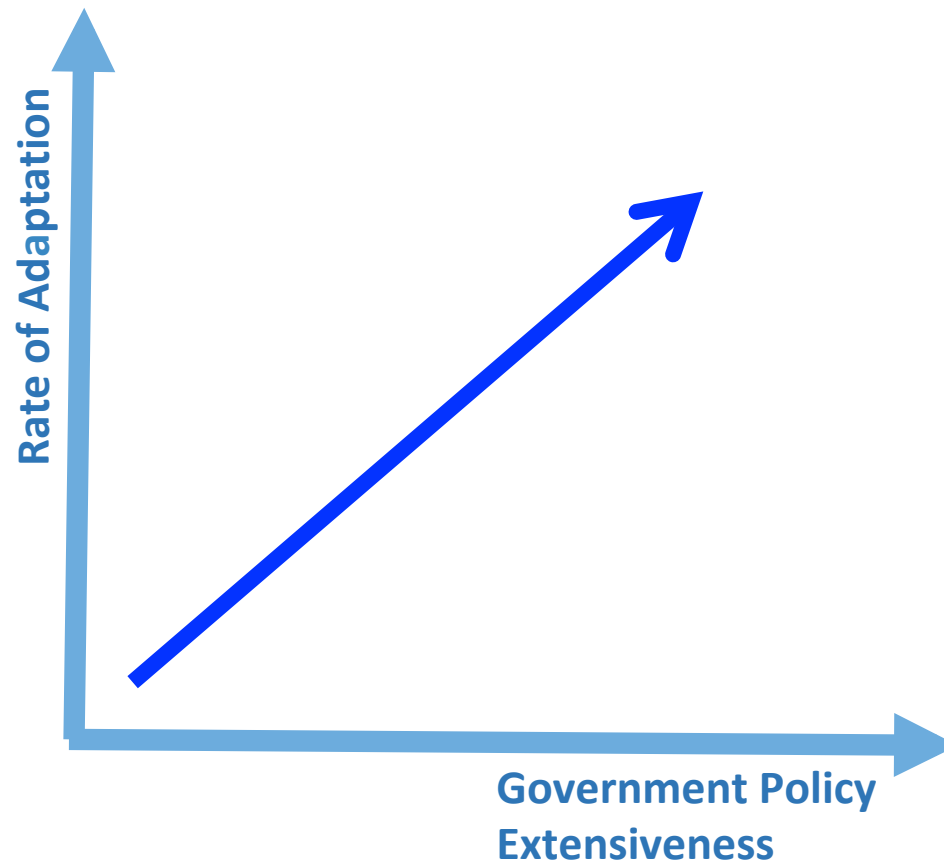
When comparing laws and regulations of different countries, objectivity may not be able to fully observe.

04

Limitation

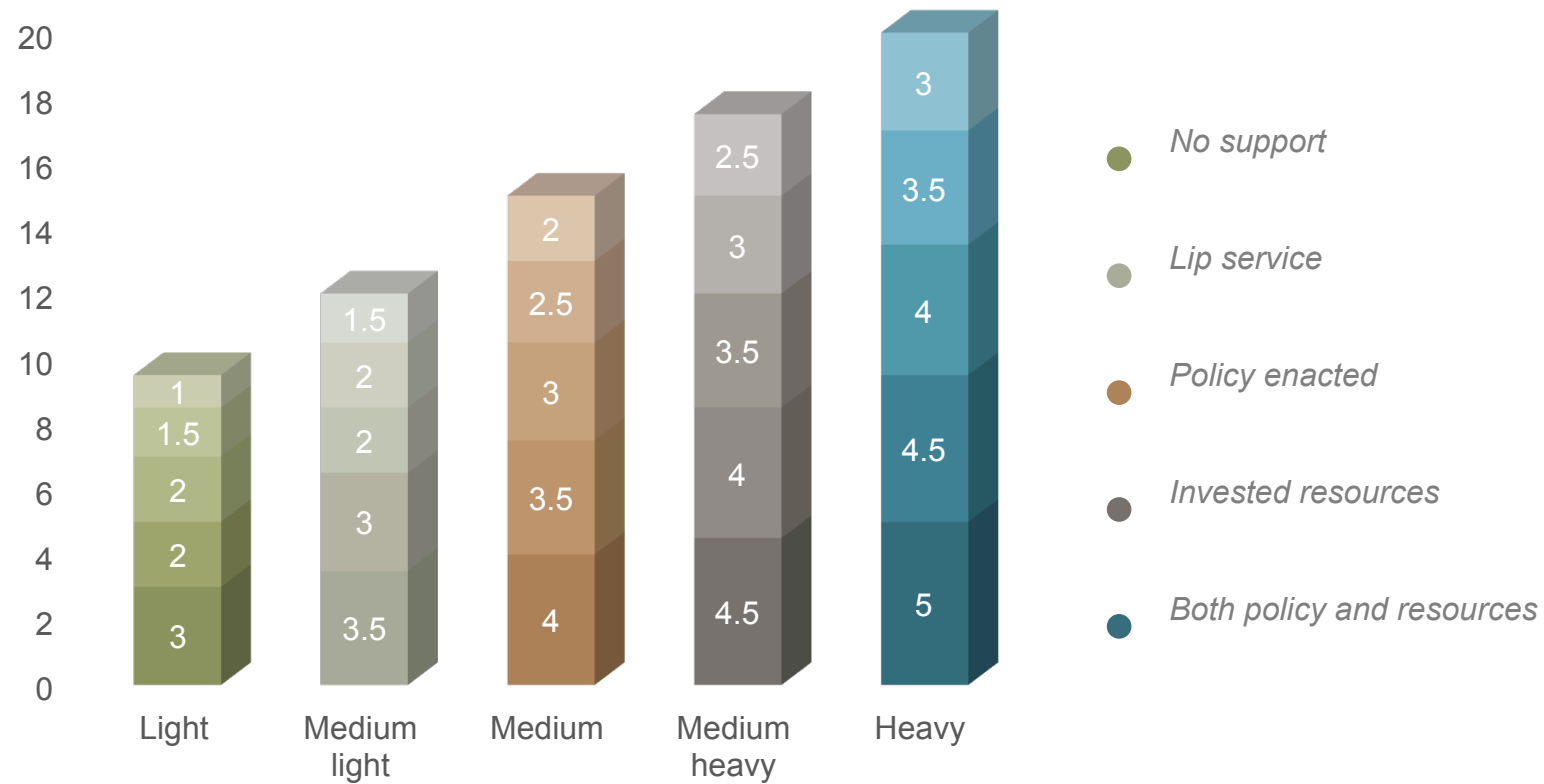
Targeted group with different cultural background, since this research is to be conducted in HK and China

Gov't Policy Influence the Adaptation of SE



DV: Rate of Adaptation
IV: Gov't Policy / Support
Confounding variables:
- Esteem
- Rich / poor disparity

Depth of Gov't Involvement in SE



Research Hypothesis



H1: The more the support from the gov't, the better the development of the industry will be?



H2: Is it better to have policy support?



H3: Is it better to have financial investment support?



H4: Or is it better to have both policy and financial support?

Future Discussion of the Research



Hot
subject,
few
researches

Only few articles on the platform level of the subject. It is necessary to strengthen research

More
empirical
research
needed

The research methods are mainly qualitative and case studies. There is no large-scale empirical research.

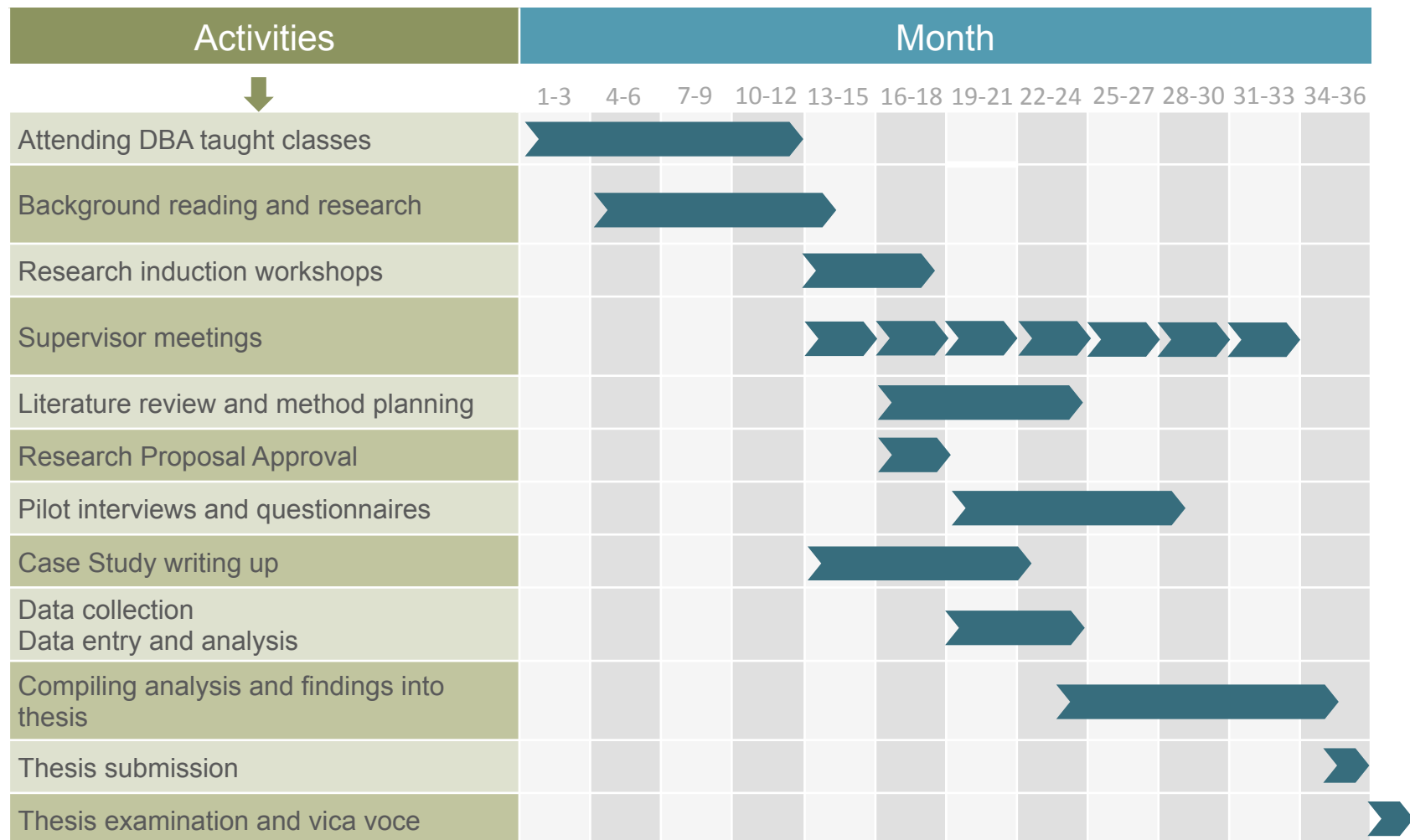
New theory
needed

Most of the articles on the platform level have failed to develop new theories as they mainly use existing theories

Closely
attended at
the infancy
stage

Although SE is a hot topic, but still it is in its infancy, need to catch up closely as there may be newer literature emerged..

Tentative Timeline for Research



Conclusion

This inductive research is looking to produce qualitative findings in which to examine the supports from government or policy makers, which impact the development of Sharing Economy. And at the same time, it intends to identify the area of supports, which needs to be prioritized to catch up with this fast emerging business model. Lastly, it will contribute further knowledge in the subject area of Sharing Economy for any future subsequent research by scholars.

List of References



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- 4 — Accenture, 2016. Sharing Results: Government Innovation in the "We Economy". Available online at: <https://www.accenture.com/us-en/_acnmedia/accenture/next-gen/insight-sharing-economy/documents/accenture-sharing-pulse-survey.pdf> (Accessed on 15 July, 2020)
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Any

Question



THANK YOU



Contact Numbers:
+852 98882980

Email Address:
lollycarlo@yahoo.com