



Entrepreneurship in the Sharing Economy: A Bibliographic Perspective

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Abstract. The sharing economy has become an increasingly important concept for researchers and practitioners with the successes of Airbnb and Uber. Among all the studies of the sharing economy, research focusing on entrepreneurship only takes a small percentage and requires further development. As there have been few attempts at exploring the characteristics of and the relationships among the contributors and their publications in the field of research on the sharing economy and sharing economy entrepreneurship, this paper conducts a bibliometric analysis using VOSViewer software to identify the most prominent topics, works, authors, institutions and journals in these fields. Future research directions of entrepreneurship in the sharing economy are also investigated. This paper enables scholars and journal editors to better understand the current state of the academic conversation and to determine the potential areas to further develop in the field of entrepreneurship in the sharing economy.

JEL Codes: L26, O30, P40.

Keywords: sharing economy, entrepreneurship, bibliometric analysis, research agenda.

1. Introduction

In 2007, when two roommates, Brian Chesky and Joe Gebbia, decided to turn their living room into a bed and breakfast just by purchasing an air mattress (McCann 2015), they probably never imagined that their small business would become such a profound game-changer in the tourism industry—Airbnb. The business formally started in August 2008, acting as a broker to arrange accommodation and recreational activities for tourists (Geron 2009). It only took Airbnb seven months to grow the number of its users from one to ten thousand

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(Rao 2009). This rapid growth convinced initial investors to invest \$600,000 in the company (Gallagher 2017). By 2018, the market value of Airbnb was estimated at \$38 billion (Team 2018), signalling the potential success of this innovative business model.

In March 2009, when Airbnb welcomed its 10,000th customer, a computer programmer named Garrett Camp started a company named Ubercab with several cofounders, thinking that sharing the costs of hiring private cars with other people could make prices more affordable (Shontell 2014). Starting with this idea, the founders gradually turned this company into today's Uber, which offers various services including peer-to-peer ridesharing, vehicle hailing, food delivery, as well as electric bike and scooter rentals (Uber n.d.). By 2019, Uber was estimated to have over 110 million users in nearly 800 cities worldwide (Uber n.d., 2020).

Both companies are well-known examples of the "sharing economy", a disruptive B2C and B2B model that has emerged in recent years in sectors like hospitality, transportation, financing, staffing, video, and music streaming (Muñoz and Cohen 2017). The definition of the "sharing economy" is sometimes ambiguous and is not unanimous (Ahsan 2020; Frenken and Schor 2017). Schlagwein et al. (2020) recently defined the sharing economy as "an IT-facilitated peer-to-peer model for commercial or noncommercial sharing of underutilized goods and service capacity through an intermediary without a transfer of ownership" (p. 827) after reviewing existing peer-reviewed studies on the conceptualization of the sharing economy. The service provider in this definition can be a firm, a non-profit organization, or an individual that serves as a platform to link service providers and users (Schlagwein et al. 2020). This business model has many advantages, including but not limited to, being sustainable by utilizing idle resources (Martin 2016; Phipps et al. 2013), and increasing economic benefits for both the service providers (creating value with idle assets) and consumers (lowering costs by sharing the assets or services) (Belk 2010; Lambertson and Rose 2012). The sharing economy not only brings success to the firms acting as intermediary platforms such as Airbnb and Uber but also enables individuals to become micro-entrepreneurs with increased independence and flexibility and lower barriers to entry (Martin 2016; Muñoz and Cohen 2017).

Though the business model of the sharing economy faces some criticisms such as the formation of unregulated markets and the escalation of economic inequality (Kuhn and Maleki 2017; Sundararajan 2016), there are still an increasing number of entrepreneurs starting new businesses aligned with this business paradigm because of its promising market potential (Ahsan 2020). The growth of the sharing economy has also attracted significant academic attention. A growing number of scholars are discussing online platforms and their associated marketing strategies, particularly in the hospitality industry (Ert et al. 2016; Liang et al. 2017; Liu and Mattila 2017; Wiles and Crawford 2017; Pitt et al. 2020). Specific examples of scholarly research on this topic include Pablo Muñoz and Boyd Cohen (2017), who have mapped out various studies on

optimizing under-utilized resources (Chase 2015; Cohen and Kietzmann 2014). Other related areas of research include mission-driven entrepreneurship (Borchert and Geisendorf 2015), collaborative governance (McLaren and Agyeman 2015), alternative funding (Stephany 2015), customer goodwill (Pitt et al. 2019), and technology reliance (Belk 2014; Cohen and Kietzmann, 2014; Daunorien et al. 2015; Sundararajan 2016). All these studies provide information to practitioners who hope to identify effective strategies to found businesses based on the sharing economy.

However, as will be observed from the publication analysis presented in later sections, entrepreneurship is a relatively new focus in sharing economy studies and has not yet attracted many scholars working on this topic. There has to date been no attempt to explore the characteristics of and the relationships among the contributors and their publications in the field of research on the sharing economy and sharing economy entrepreneurship. By conducting a bibliographic study on the sharing economy, we identify the most prolific and prominent authors and papers, as well as the connections and networks among key terms, papers, journals, authors and their institutions and countries. Following procedures outlined in recent research (e.g., Feng et al. 2020; Park et al. 2020; Brown et al. 2020), we conduct this bibliographic study by using statistical methods to analyse the trends in publication activities and all the relationships mentioned above.

This paper reports the results of two bibliographic studies. Study One explores the field of the sharing economy as a whole. Addressing the most prolific disciplines, the most productive and impactful scholars, institutions, and countries, the most frequently used keywords, the most prominent articles and journals, and the networks among all these subjects. This first study provides an overview of academic activities in the sharing economy field, to enable an understanding of the general trends before digging into the topics related to entrepreneurship. Study Two focuses on the sharing economy research in the entrepreneurship field and identifies impactful articles and contributors in the niche literature specifically relating to the sharing economy and entrepreneurship. The visualizations of all the literature networks are conducted using VOSViewer, a bibliographic analysis tool.

This paper offers several contributions. First, it maps both the extent of the sharing economy literature and also studies that are specifically focused on entrepreneurship within the sharing economy. This provides insight into prominent topics, contributors, and publication sources that allows researchers, students, and practitioners alike to source important articles. Second, the article provides not only a summary but also a reflection of past thought to guide future researchers to both understand literature trends and also suggest future research directions in this important new context of entrepreneurship. Third, the paper can assist journal editors to make better decisions on how to advance impactful academic conversations in their focal research fields (Köhler et al. 2017; Kohtamäki et al. 2018).

In the following sections, we first discuss the general method including the selected search terms, and data source, as well as describe the analysis plan. Then, we report the findings of both studies one and two by visualizing and interpreting the results. We close by discussing the publication trends and insights uncovered from our findings, addressing limitations, and suggesting fruitful future research directions for entrepreneurship in the sharing economy.

2. Method

2.1. Search Terms and Data Source

This study was designed in two phases. We first examined the relationships of all papers with the term “sharing economy” in the Web of Science database, then assessed and summarized the patterns of publication activities of all articles with both “sharing economy” and “entrepreneurship” as key terms. We chose the Web of Science as the data source since it is one of the most widely and frequently used indexing services by researchers in the science, technology, and social science disciplines. The filter functions on the Web of Science enable researchers to set search criteria according to keywords, document types, languages, publication years, authors, organizations, sources, and so on. In this way, a broad selection of reliable works can be obtained to generate insightful bibliographic analyses. (Falagas et al. 2008; Web of Science Group n.d.)

2.2. Bibliographic Analysis

All papers returned by the Web of Science were analysed using VOSViewer, a bibliographic analysis tool developed at the University of Leiden, The Netherlands (Van Eck and Waltman 2010). The software is freely available for researchers to create visual network maps with bibliographic data and interpret the relationships among study objects such as key terms, articles, authors, organizations, journals, and countries. The types of relationships that can be visualized and analysed among objects in the same category (document/author/journal, etc.) include co-authorship, co-occurrence, citation, and co-citation. (Van Eck and Waltman 2019)

In VOSViewer, certain visualization rules simplify the interpretation of the network maps generated. First, the size of a node (e.g., article, author, journal) in the map represents its prominence, measured either by the number of citations or the number of publications. A visible line connecting two nodes indicates their direct link to each other, and the distance between them measures how closely

they are related. Different colours are also used on the nodes to distinguish various clusters and networks (Wong 2018).

For each phase of the current study, we first reviewed the general publication activities in the focal fields, illustrating the timeline of knowledge development and identifying the most prominent works. Then we conducted four types of analyses to explicate bibliographic relationships with VOSViewer:

1. Co-authorship analysis: the strength of the collaboration among authors, institutions, and countries increases with the number of co-authored papers.
2. Co-occurrence analysis: the strength of the relatedness between two keywords grows with the number of documents in which they occur together.
3. Citation analysis: the strength of the links between papers, journals, and authors increases with the number of times they cite each other.
4. Co-citation analysis: the relatedness between two objects (papers, authors, institutions, journals) increases with the number of times they are cited by a paper in the selected dataset simultaneously. Notably, the objects mentioned here are in the reference lists of the papers returned by VOSViewer, which means this analysis is conducted with a much bigger dataset. This analysis allows us to understand which papers, authors, institutions, and journals are influencing and contributing to studies of the sharing economy (Van Eck and Waltman 2019).

By collecting data from the Web of Science and analysing bibliographic networks with VOSViewer, we are able to determine where the conversations around the sharing economy (including sharing economy entrepreneurship) are taking place. At the same time, we can assess the impacts of the authors, institutions, and countries in the focal fields. In the next sections, the detailed results of each type of analysis are presented, along with the visualizations and our interpretations for our two research phases.

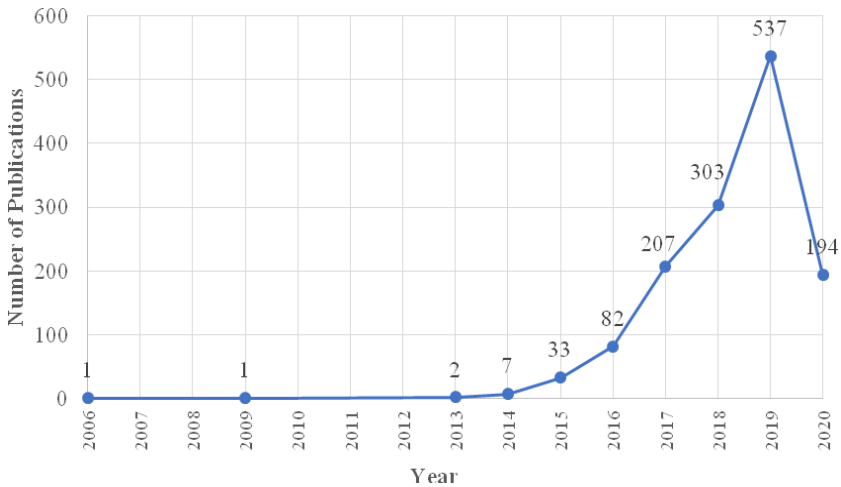
3. Study One: A Bibliometric Analysis of the Sharing Economy Literature

3.1. Trends in Publication Activities

Applying the search phrase “sharing economy” only, an interrogation of the Web of Science returned 1,367 academic articles (editorials, book reviews, and other

commentaries were excluded), which then constituted the dataset of the first phase of the study. The first paper related to the sharing economy in the Web of Science database was published in 2006. However, there was not much academic attention paid to the topic until 2015, when the annual number of papers in this topic exceeded ten for the first time. The potential reason for this increase is that, in August 2014, Russel Belk (York University, Canada) published “You are what you can access: Sharing and collaborative consumption online” in the *Journal of Business Research*. This paper becomes the most prominent work in the sharing economy field, presented in the later sections of this paper. This paper has laid the foundation for other scholars to conduct further research in this field, leading to a phenomenal increase in the number of publications in the following years. As Figure 1 shows, starting from 2016, the annual number of articles published on this topic has increased dramatically, growing from 82 to 537 just within three years. The year 2020 had fewer papers than previous years, however, the literature database only contained papers published by the end of April 2020.

Figure 1: Publication Years of Journal Articles on Sharing Economy (2006-2020)



The top five disciplines that have the most publications on the sharing economy are Hospitality, Leisure, Sport & Tourism (248 papers), Management (229 papers), Business (208 papers), Environmental Studies (182 papers) and Environmental Sciences (175 papers). Table 1 lists all the detailed sub-areas of these five disciplines, according to the Science Citation Index Expanded (SCIE) and Social Science Citation Index (SSCI). These indices are adopted by the Web of Science to categorize journals.

Table 1: SCIE/SSCI Scope of Top Five Disciplines on Sharing Economy

Discipline	Sub-areas	Publications
Hospitality, Leisure, Sport & Tourism	Recreation and leisure studies, sport, hospitality, and travel and tourism	248
Management	Management science, organization studies, strategic planning and decision-making methods, leadership studies, total quality management	229
Business	Marketing and advertising, forecasting, planning, administration, organizational studies, compensation, strategy, retailing, consumer research, business history, business ethics	208
Environmental Studies	Environmental policy, regional science, planning and law, management of natural resources, energy policy, and environmental psychology	182
Environmental Sciences	Environmental contamination and toxicology, environmental health, environmental monitoring, environmental geology, environmental management, soil science and conservation, water resources research and engineering and climate change	175

The top ten most cited papers in the Web of Science related to the sharing economy are listed in Table 2. Two papers have been more influential in our sample compared to other well cited papers in this field, as they both identified and clarified the characteristics of the sharing economy. As mentioned earlier, Russell Belk’s (York University, Canada) paper was the first one to conceptually distinguish sharing consumption from collaborative consumption and also discussed how the sharing economy would challenge traditional business models. Whereas, Juho Hamari (University of Tampere, Finland) and his co-authors’ paper was an influential behavioural study exploring the motivations of consumers to participate in the sharing economy (Hamari et al. 2016). The top ten articles are all published in different journals, suggesting that no single academic outlet currently dominates the conversation on the sharing economy.

Table 2: Top Ten Most Cited Papers on Sharing Economy on Web of Science (as of May 2020)

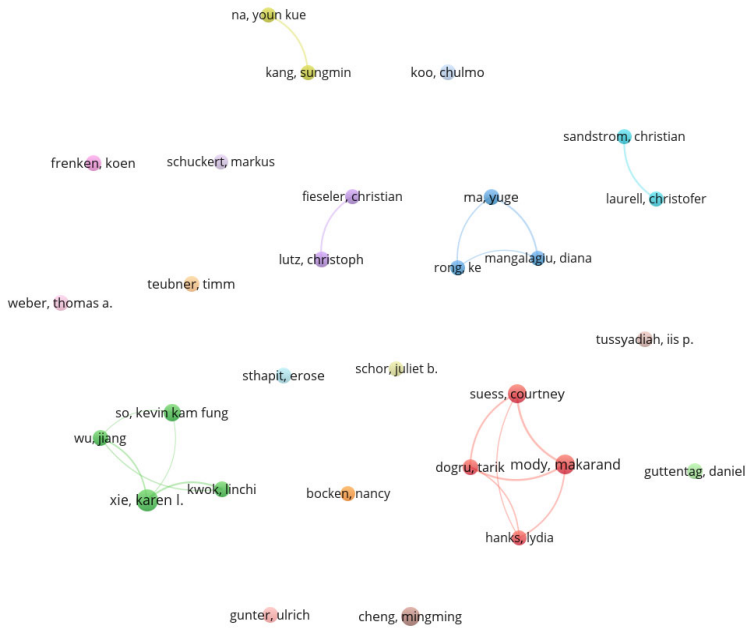
Title	Authors	Source	Year	Citation
You are what you can access: Sharing and collaborative consumption online	Belk	Journal of Business Research	2014	710
The sharing economy: Why people participate in collaborative consumption	Hamari et al.	Journal of the Association for Information Science and Technology	2016	589
The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry	Zervas et al.	Journal of Marketing Research	2017	328
The sharing economy: A pathway to sustainability or a nightmarish form of neo-liberal capitalism?	Martin	Ecological Economics	2016	299

Trust and reputation in the sharing economy: The role of personal photos in Airbnb	Ert et al.	Tourism Management	2016	296
Ride On! Mobility Business Models for the Sharing Economy	Cohen & Kietzmann	Organization & Environment	2014	249
Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again	Moehlmann	Journal of Consumer Behaviour	2015	235
Putting the sharing economy into perspective	Frenken & Schor	Environmental Innovation and Societal transitions	2017	188
Sharing Economy: A Potential New Pathway to Sustainability	Heinrichs	Gaia-Ecological Perspectives for Science and Society	2013	188
Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment	Edelman et al.	American Economic Journal-Applied Economics	2017	136

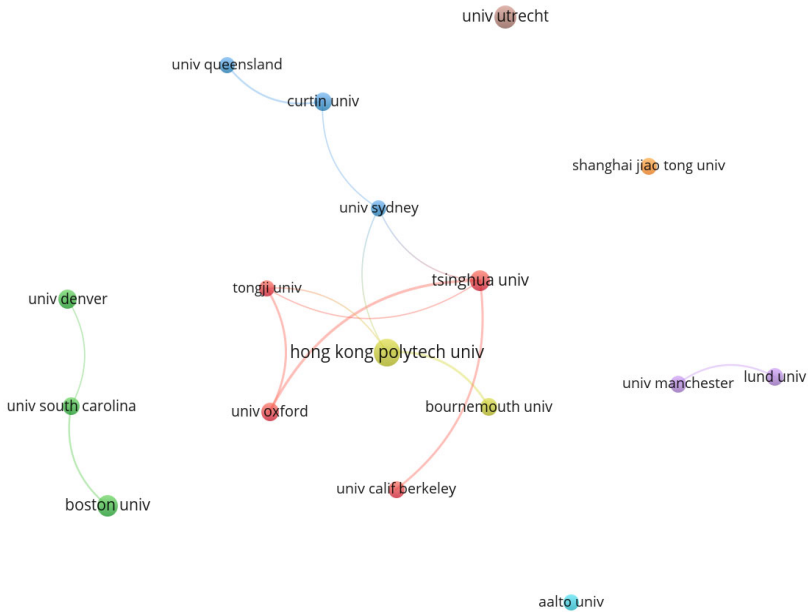
3.2. Co-authorship Analyses

In total, 3,039 authors have contributed to the 1,367 papers on the Web of Science on topics related to the sharing economy. To generate a more meaningful co-authorship analysis, we set the minimum number of papers published by an author to five, and 29 authors met this threshold. In this way, we limited our analysis to relatively prolific authors only. We set cut-off criteria with a similar logic in all the other analyses in this paper as well to make relevant interpretations. The top five authors that have produced the highest number of papers in the focal field are Karen Xie (University of Denver, United States; 11 publications), Makarand Mody (Boston University, United States; nine publications), Courtney Sues (Texas A&M University, United States; eight publications), Mingming Cheng (Curtin University, Australia; eight publications) and Kevin Kam Fung So (Oklahoma State University, United States; seven publications). The network map of co-authorship created by VOSViewer for these 29 authors is shown in Figure 2. As this map shows, each of the two largest clusters includes four authors, and the nodes representing other authors are dispersed, which indicates that collaboration among the prolific authors is still quite limited.

Figure 2: Co-authorship Analysis by Authors (Study 1)

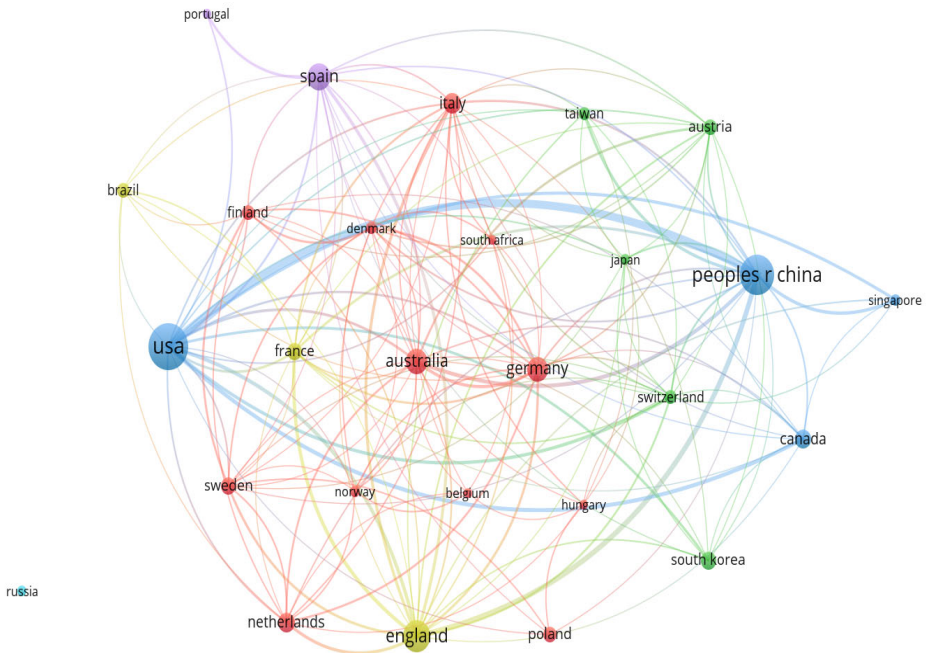


Among the 1,317 universities and institutions that have researchers contributing to studies on the sharing economy, 17 met the cut-off of at least ten publications. Hong Kong Polytechnic University is the most prolific institution in sharing-economy research, with 31 publications, followed by Utrecht University (21 publications), Boston University (19 publications), Tsinghua University (17 publications) and the University of Denver (15 publications). In Figure 3, nine universities form the largest cluster in the map, centring around Hong Kong Polytechnic University. Among these listed universities, Tsinghua is the most collaborative one, producing nine papers with four other institutions.

Figure 3: Co-authorship Analysis by Institutions (Study 1)

In terms of international collaboration, there are 27 countries out of 72 meeting our requirement of a minimum of 15 papers published. Over the past 15 years, scholars from each of the top four most prolific countries have published over 100 articles on topics related to the sharing economy—the United States (321 publications), the People’s Republic of China (234 publications), the United Kingdom (154 publications), and Spain (107 publications). Even though the co-authorship relationships among prolific authors and universities are limited, we observe significant international collaboration in Figure 4. Except for Russia, all the other 26 countries have formed a large cluster, and the link between the United States and the People’s Republic of China is exceptionally strong and researchers from these two countries have co-authored 52 publications on the sharing economy.

Figure 4: Co-authorship Analysis by Countries (Study 1)

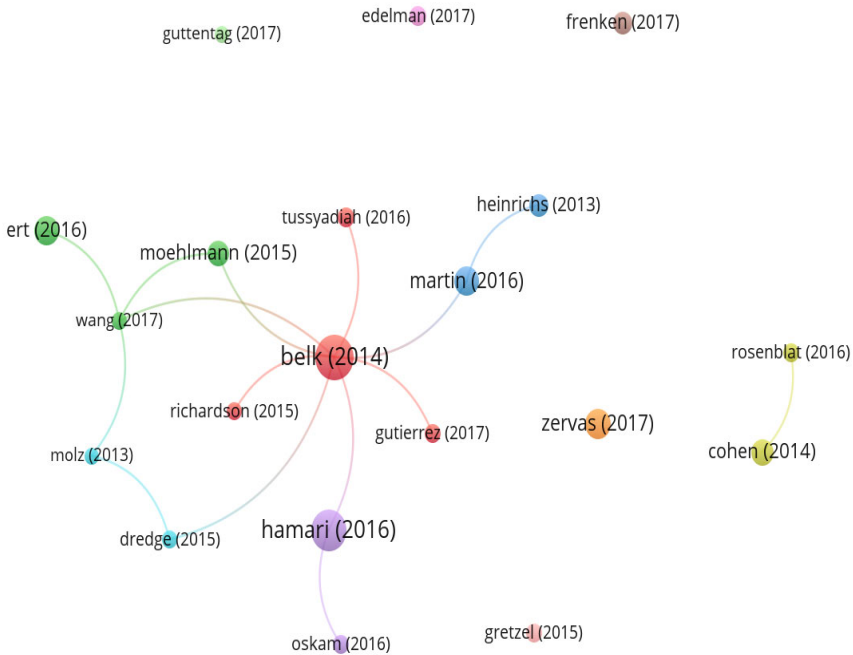


3.3. Co-occurrence Analysis

Co-occurrence analysis using VOSViewer enables us to identify the relatedness among the relevant terms in our dataset. In our study, we focused on the top 28 most frequently used keywords based on a cut-off of 40 occurrences, excluding functional words such as articles and prepositions. As expected, the term that appears most frequently is “sharing economy” with 970 occurrences. The other keywords that co-occurred more than 100 times in various documents are “Airbnb” (259 occurrences), “collaborative consumption” (196 occurrences), “consumption” (157 occurrences), “trust” (142 occurrences), “innovation” (136 occurrences), “sustainability” (117 occurrences) and “tourism” (115 occurrences).

As shown in Figure 5, all 28 keywords are tightly linked, centred around the core term “sharing economy”. As mentioned in an earlier section, VOSViewer denotes different clusters with different colours. Here we note that the nodes in red include terms like “innovation”, “sustainability”, “collaborative consumption”, “business models” and “management”. The papers with these terms are discussing the strategies adopted by or proposed to sharing-economy businesses. The keywords in green contain “information”, “online”, and “technology”, which focus on the utilization of technologies in the sharing

Figure 6: Citation Analysis by Documents (Study 1)



We then analysed the citation relationships among journals and set the minimum number of citations at 100 for a journal to be included in our network map. Out of the 580 journals that have published articles about the sharing economy, 29 journals met this requirement. The most prominent journal in this area is the *Journal of Business Research* with 13 articles and 983 citations (710 citations are from the aforementioned article by Belk), followed by *Tourism Management* (21 articles, 755 citations) and *International Journal of Hospitality Management* (40 articles, 749 citations). The *Journal of the Association for Information Science and Technology* only has two publications on the sharing economy to date, but the prominence of the article by Juho Hamari et al. (2016) in this journal makes this journal the fourth most impactful one in this field. According to Figure 7, all 29 journals have formed a large cluster, with *Sustainability* and the *Journal of Cleaner Production* being the largest nodes. Though not necessarily being highly influential (with 276 and 487 citations respectively), these two journals have published the highest number of papers on the sharing economy—92 for the former and 43 for the latter. *Sustainability* also has the highest link strength, as it cites the other 28 journals in this network 511 times in total.

We then analysed the citation relationships among the 26 most prominent authors, determined by setting the minimum number of overall citations per author at 150. The most impactful authors are Russell Belk (York University,

Canada; 720 citations), Juho Hamari (University of Tampere, Finland; 596 citations), Mimmi Sjöklint (Copenhagen Business School, Denmark; 589 citations) and Antti Ukkonen (University of Helsinki, Finland; 589 citations), and Boyd Cohen (EADA School of Business, Spain; 396 citations). As shown in Figure 8, all 26 authors have formed a large cluster. Karen Xie (University of Denver, United States; 11 articles), the most prolific author in this map, has the highest link strength as she cited the other authors in this network 76 times. Half of the authors on this map have each cited at least 15 other prominent authors. From the co-authorship analysis, we conclude that the level of collaboration is relatively low among the most important authors, reflected in Figure 2. From Figure 8, however, it is observable that these authors rely on each other's past work to generate impactful research.

Figure 7: Citation Analysis by Sources (Study 1)

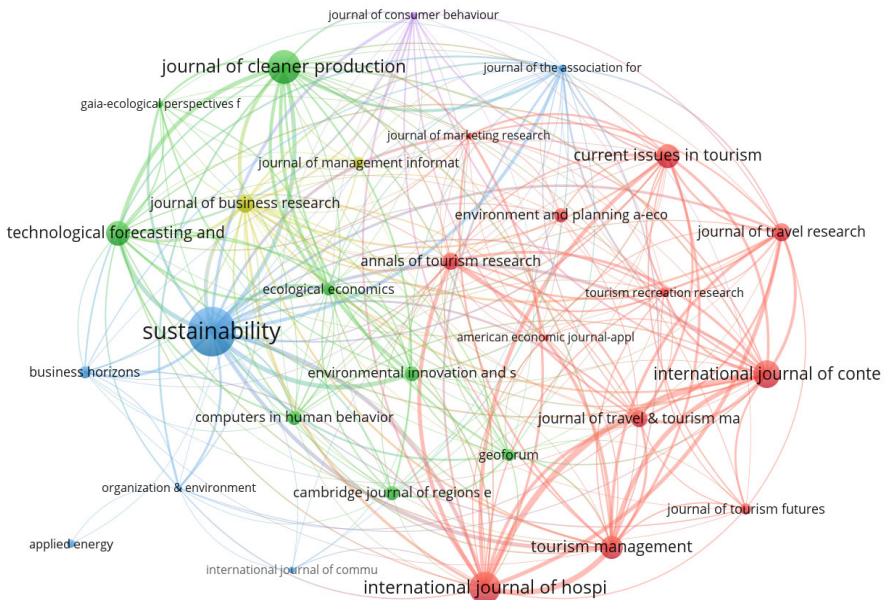
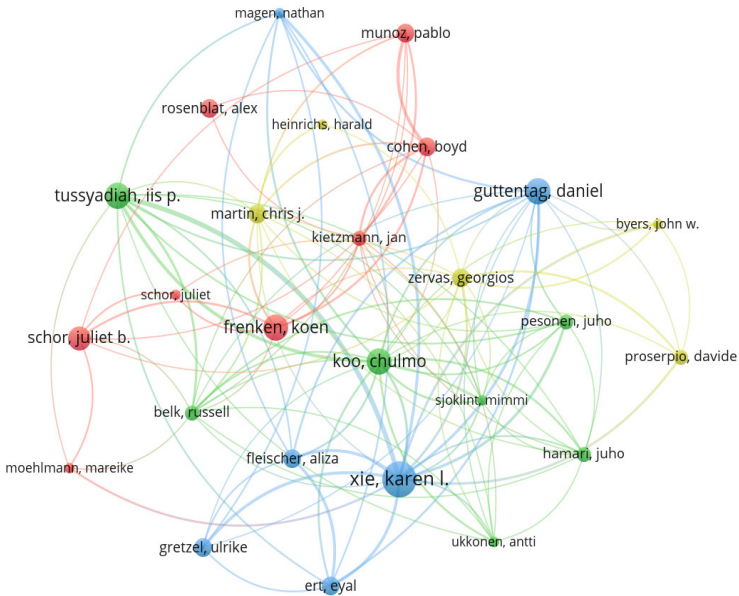


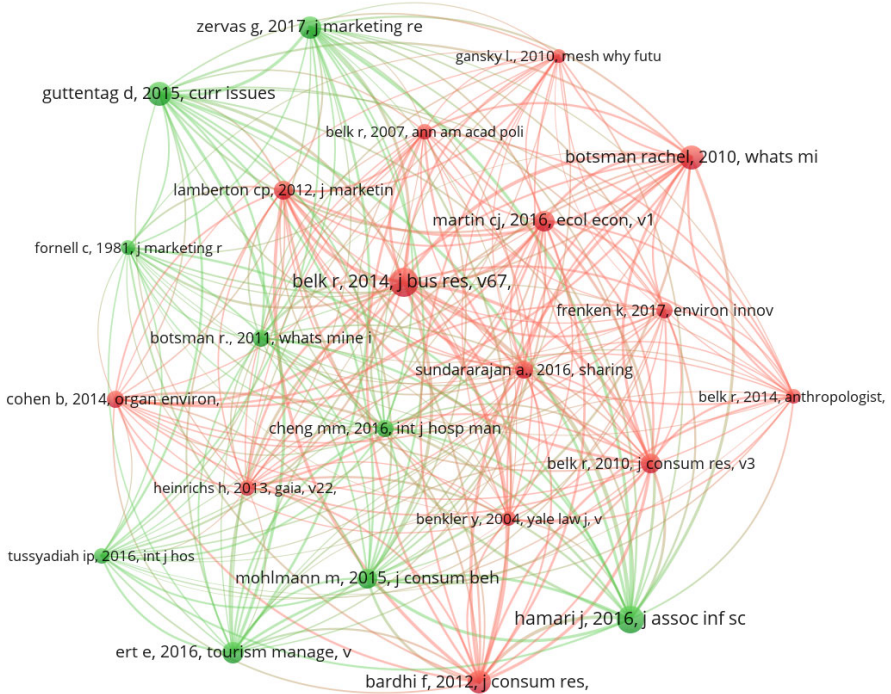
Figure 8: Citation Analysis by Authors (Study 1)



3.5. Co-citation Analyses

VOSViewer’s co-citation analyses calculate how many times external articles, sources, and authors are cited together by the publications in our selected dataset. Overall, 54,141 articles have constructed the full reference lists of the 1,367 articles in our dataset. We filtered out articles that have been cited less than 80 times and 23 articles remained. The article by Belk (2014) is still the most prominent article, which has been cited 361 times by the other articles in our dataset. As seen in Figure 9, we see that all ten papers listed in Table 2 are found on this map, indicating that the prominent works in the field of the sharing economy predominantly cite the works from their own field rather than from other disciplines. Also, all 23 papers are highly connected, and each of them has been co-cited with the other 22 articles on multiple occasions. This finding suggests that relatively mature and stable conceptual frameworks and theoretical paradigms have developed in this field in a relatively short space of time.

Figure 9: Co-citation Analysis by Documents (Study 1)



We next considered the co-citation relationships among the 23,937 sources cited by the 1,367 papers in our dataset. Twenty-six journals were selected to be included in the current analysis and they all have been cited a minimum of 300 times by the papers in our dataset. Among them, *Tourism Management* has 1,294 citations and is the most heavily cited journal, followed by the *International Journal of Hospitality Management* (1,208 citations), the *Journal of Business Research* (1,035 citations), the *Journal of Cleaner Production* (1,017 citations) and the *Journal of Consumer Research* (968 citations). As is evident from Figure 10, all 26 journals have formed a large cluster and are connected tightly with each other. Eleven out of the 26 journals have been co-cited with other journals on this map and have been cited more than 10,000 times. Specifically, we note exceptionally strong links (visualized by the thick lines) among several journals in the hospitality and tourism disciplines, coloured in green. For example, *Tourism Management* and *International Journal of Hospitality Management* have been cited together by the papers on the sharing economy in our dataset 5,356 times; *Tourism Management* and *Annals of Tourism Research* have been co-cited 4,012 times; *International Journal of Hospitality* and *International Journal of Contemporary Hospitality Management* have been co-cited 3,038 times. These large numbers suggest that the studies on the sharing economy mainly draw on a

limited number of important and reliable journals in the hospitality and tourism discipline.

The final analysis we conducted in study 1 was an exploration of the relatedness of the 34,547 authors cited by the articles in our dataset. We required a minimum number of 150 citations per author, and 19 authors met this criterion. Even with a much larger scope including all authors in external references, the most influential author is still Russell Belk (York University, Canada), who has been cited 758 times by the papers in our dataset. Other prominent authors include Iis Tussyadiah (University of Surrey, United Kingdom; 401 citations), Georgios Zervas (Boston University, United States; 382 citations), Rachel Botsman (Oxford University, United Kingdom; 373 citations), and Juho Hamari (University of Tampere, Finland; 366 citations). As shown in Figure 11, every author has been co-cited with all other 18 authors at least a thousand times, indicating strong co-citation relationships among the prominent authors cited by the works in our dataset. Notably, even though Airbnb is a non-academic entity, the articles produced by Airbnb are quite highly cited in sharing economy studies, signalling the importance of this company in shaping and developing this business model and the sharing economy literature.

Figure 10: Co-citation by Sources (Study 1)

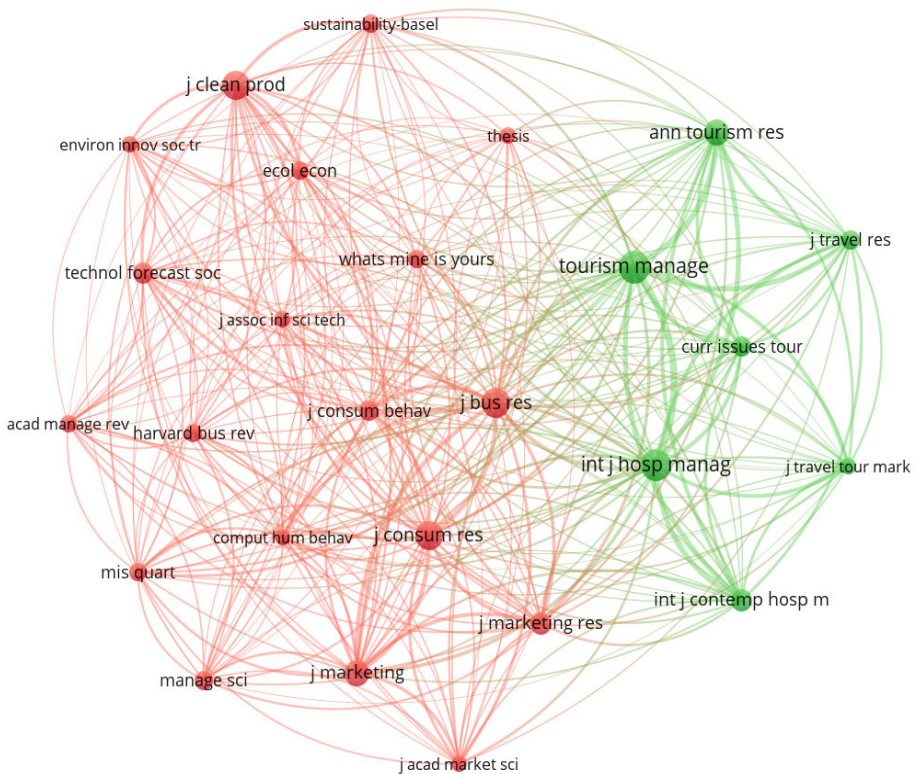
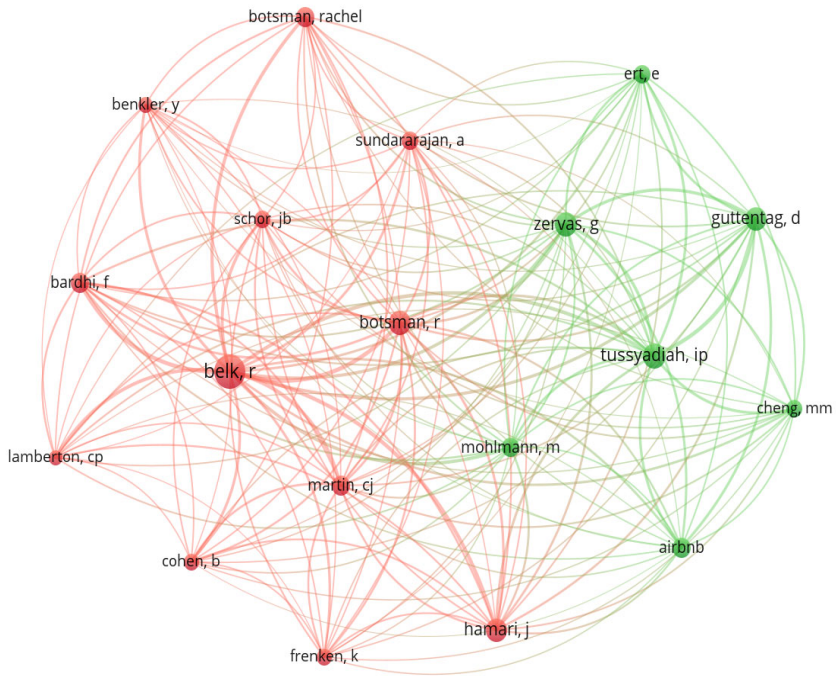


Figure 11: Co-citation Analysis by Authors (Study 1)



4. Study Two: Bibliometric Analysis of the Sharing Economy and Entrepreneurship Literature

4.1. Trends in Publication Activities

In the second phase of this study, we queried the Web of Science to return papers that include both “sharing economy” and “entrepreneurship” keywords, and we found 50 journal articles (editorials, book reviews, and other commentaries were excluded). The first paper related to these two terms was published in 2015. The number of publications containing both concepts exceeded ten for the first time in 2019 (22 papers). This fact suggests that entrepreneurship as it relates to the sharing economy is a relatively new area for academic research but has started to attract attention from an increasing number of scholars. These articles are highly concentrated in the business and management disciplines.

Table 3 summarizes the seven papers that have been cited more than 20 times among the 50 papers in our dataset. “Algorithmic Labor and Information Asymmetries: A Case Study of Uber’s Drivers” by Alex Rosenblat (Data & Society Research Institute, United States) and Luke Stark (University of Western Ontario, Canada; 2016) is the only article that has over 100 citations. Similar to

Phase 1, no journal has more than one of these prominent works, indicating that the conversations on entrepreneurship in the sharing economy are still quite dispersed and no journal has dominated this area yet.

Table 3: Top Seven Most Cited Papers on Sharing Economy and Entrepreneurship on Web of Science (as of May 2020)

Title	Authors	Source	Year	Citation
Algorithmic Labor and Information Asymmetries: A Case Study of Uber's Drivers	Rosenblat & Stark	International Journal of Communication	2016	129
Mapping out the sharing economy: A configurational approach to sharing business modeling	Munoz & Cohen	Technological Forecasting and Social Change	2017	60
Sharing economy workers: selling, not sharing	Ravenelle	Cambridge Journal of Regions Economy and Society	2017	30
Digital entrepreneurship: Innovative business models for the sharing economy	Richter et al.	Creativity and Innovation Management	2017	30
Capitalizing on the crowd: The monetary and financial ecologies of crowdfunding	Langley & Leyshon	Environment and Planning A: Economy and Space	2017	26
Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurial Activity	Burtch et al.	Management Science	2018	24
Evasive entrepreneurship	Elert & Henrekson	Small Business Economics	2016	20

Among these 50 papers, 17 have not been cited by any other paper. These papers are not necessarily irrelevant; they might just be too new to be cited, given that this focused literature stream only began around five years ago. However, without being cited, it is difficult for us to judge their impact and make meaningful interpretations of their relatedness to other papers. In the following four types of analyses, we exclude the 17 papers from our study and only focus on the remaining 33 papers.

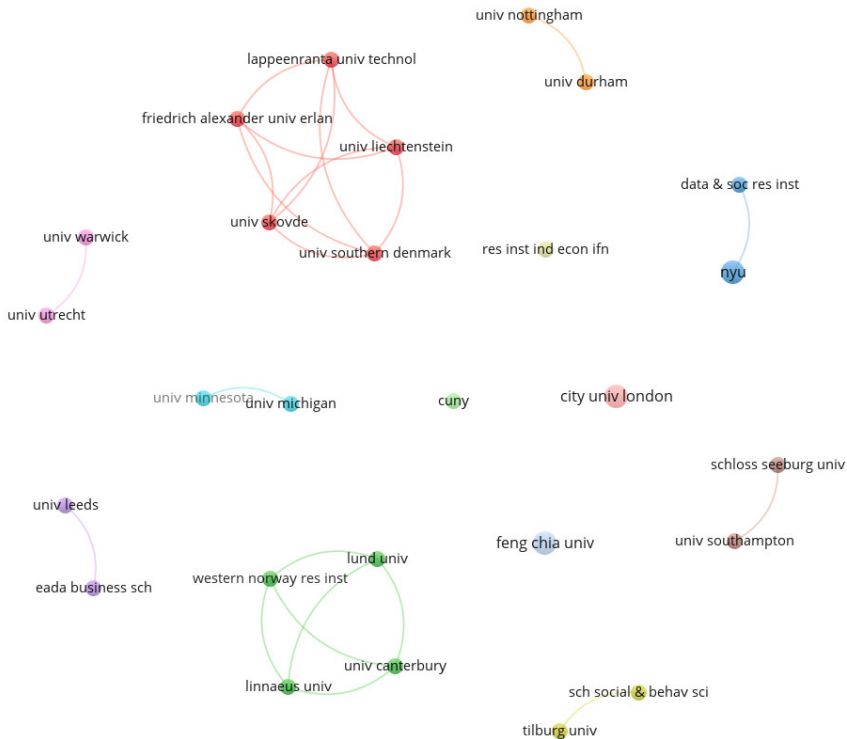
4.2. Co-authorship Analyses

Eighty-nine authors have produced the 33 papers in the current dataset, with no author having published more than one paper on the topics related to entrepreneurship in the sharing economy. In that case, the prominence of each impactful author completely depends on the citation number of the only paper he/she has published, which can be found in Table 3. Therefore, it is not meaningful to create a co-authorship map by document.

Among the 71 organizations whose researchers have published articles in the focal area, only New York University, City University of London, and Feng Chia

University have more than two publications. The remaining 68 institutions each only have one published article. We focused our attention on those 27 institutions that have more than 10 citations. As seen in Figure 12, the largest cluster of institutions consists of five European universities, namely, LUT University, Friedrich–Alexander University Erlangen–Nürnberg, University of Skövde, University of Southern Denmark, and University of Liechtenstein. Three universities with two publications did not work with any other universities, and only NYU has worked with the Data & Society Research Institute.

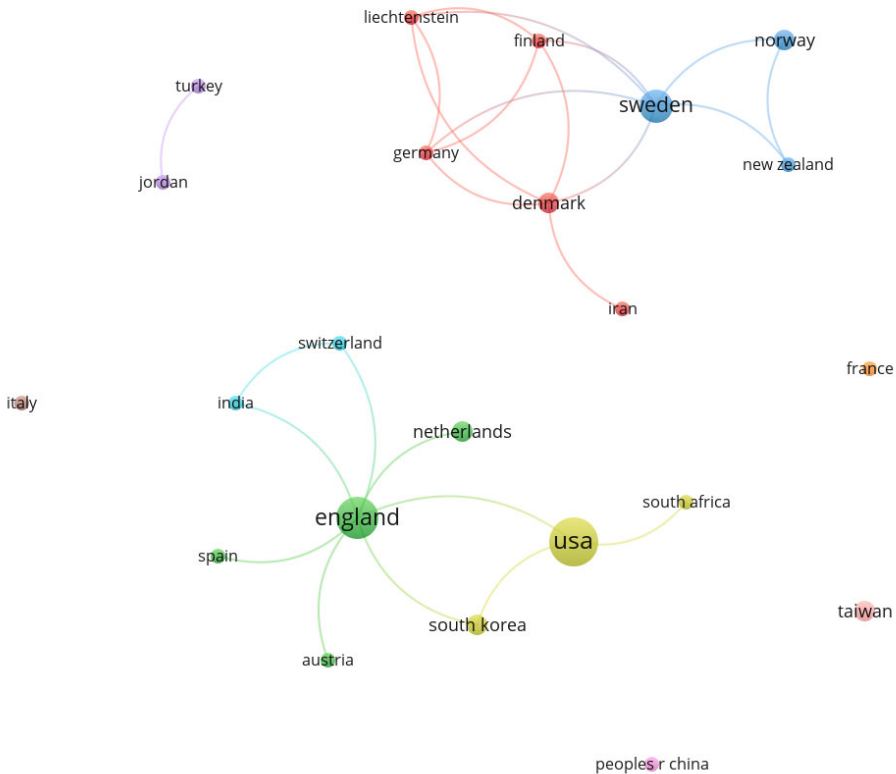
Figure 12: Co-authorship Analysis by Institutions (Study 2)



In terms of international collaboration, we put all 23 countries involved publishing articles related to entrepreneurship in the sharing economy into the analysis. The most prolific country is the United States with 11 publications in this area, followed by the United Kingdom with 8 publications. Though being the second most prolific country in Phase 1, the People’s Republic of China only has one paper specifically focusing on entrepreneurship. As shown in Figure 13, two clusters are formed. The largest one contains nine countries, centring around the most prolific two countries in this specialization, and the second cluster contains

eight countries, centring around Sweden, whose researchers have published five papers in this area. Though this is a relatively new field, we can already observe some degree of international collaboration.

Figure 13: Co-authorship Analysis by Countries (Study 2)



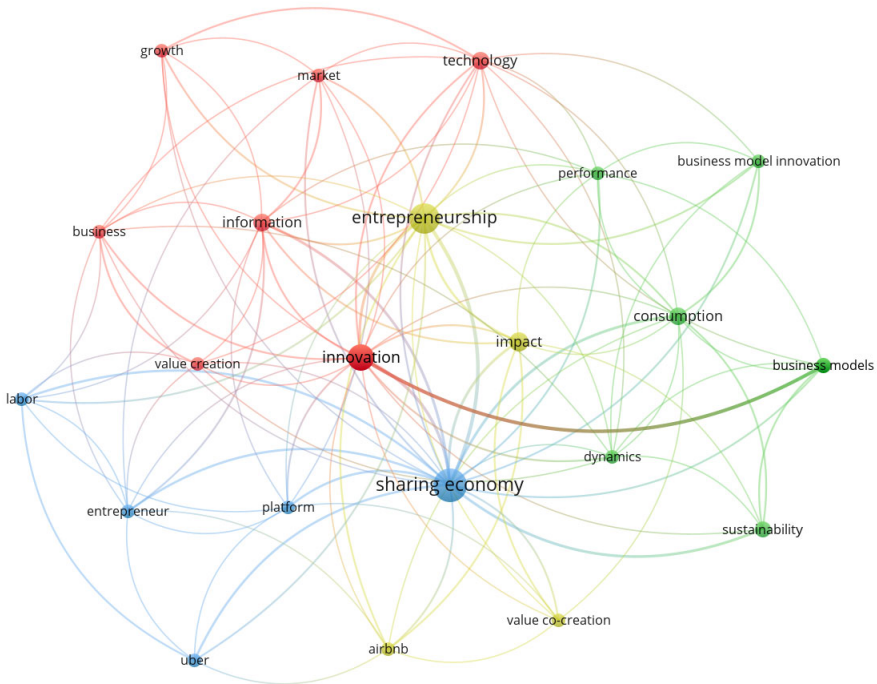
4.3. Co-occurrence Analysis

In the co-occurrence analysis in this phase, we only included the 22 terms with more than three occurrences in the network map. Other than the two main search terms “sharing economy” and “entrepreneurship”, the most frequently used term is “innovation” with ten occurrences, followed by “impact” (six occurrences), “information”, “consumption” and “technology” (five occurrences each). Figure 14 illustrates the map of the network of the 22 terms, which form a single large cluster and are closely connected.

In Figure 14, four clusters are observed. Similar to Study 1, the keywords with red nodes refer to the studies in the adoption of technology in sharing-economy entrepreneurship and the ones in green focus on the strategy side. The blue nodes with terms like “labor” and “entrepreneur” reflect the articles

discussing the participants in the sharing-economy entrepreneurship activities, with some of them using Uber to conduct case studies. The cluster in yellow only contains four terms, namely “entrepreneurship”, “impact”, “value co-creation” and “Airbnb”. Looking at the papers containing these keywords, we can conclude that this cluster focuses on the outcomes of sharing-economy entrepreneurship activities and how these activities influence the community and society.

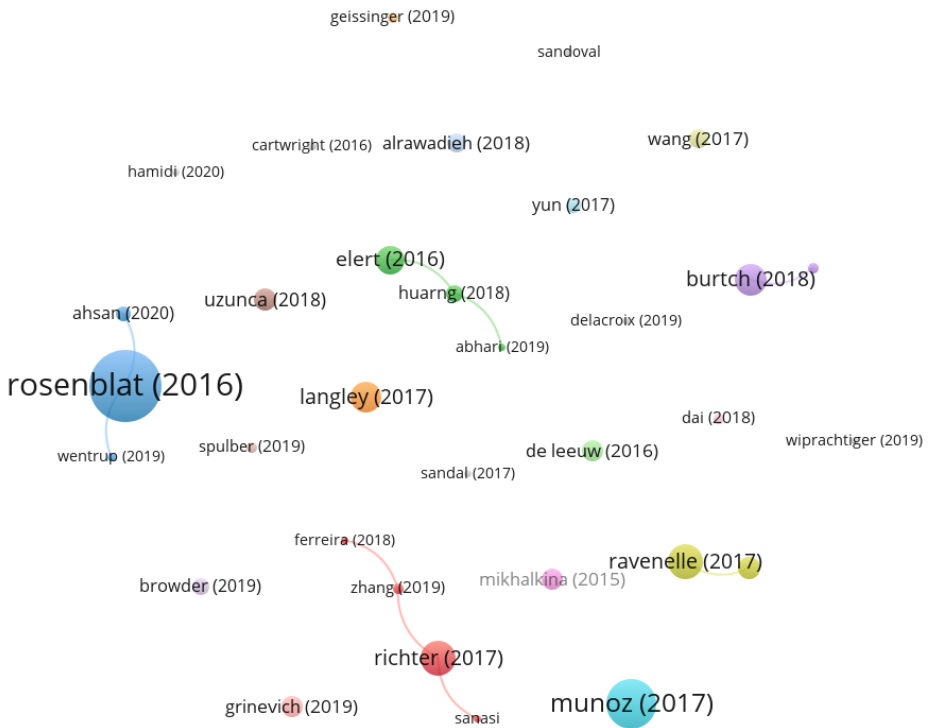
Figure 14: Co-occurrence Analysis (Study 2)



4.4. Citation Analyses

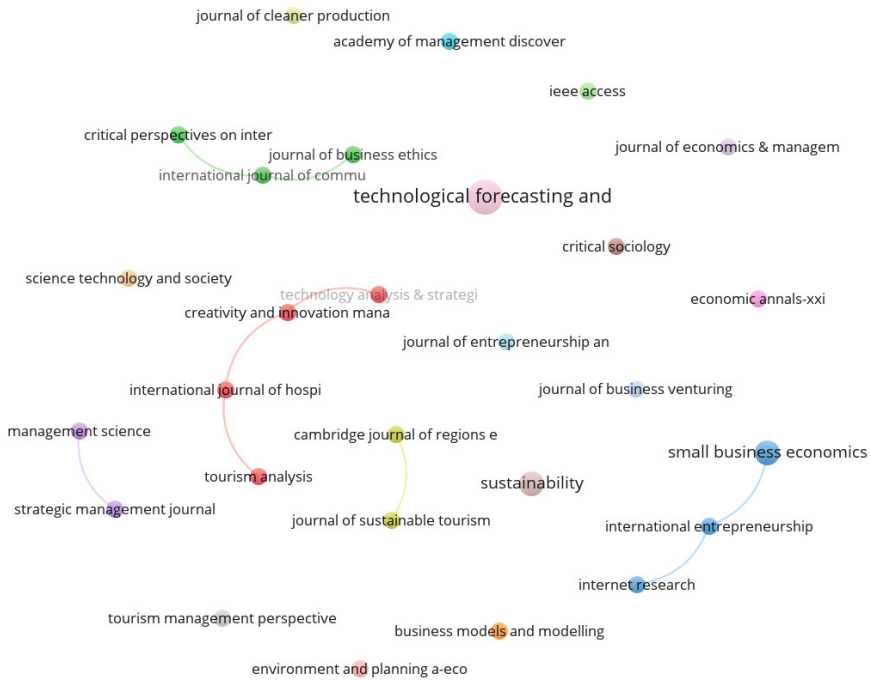
Since we only have a relatively small dataset in this study, we analysed all 33 papers in our set to examine their citation relationships. Unlike in Study 1, the papers in our dataset did not cite each other very much. The largest cluster only contains four papers, bridged by the work of Richter et al. (2017), as shown in Figure 15. This indicates that the specialized field of entrepreneurship in the sharing economy is not yet mature.

Figure 15: Citation Analysis by Documents (Study 2)



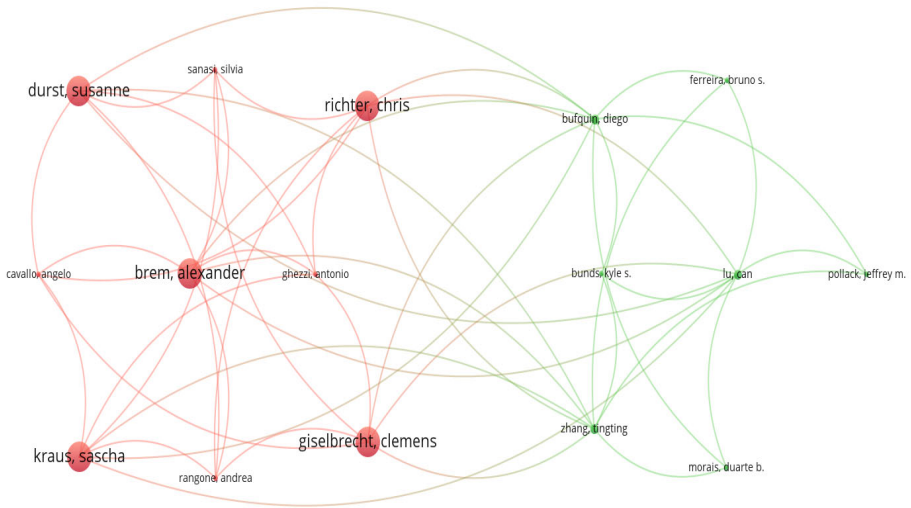
Similarly, we did not observe strong links between the 28 journals where the articles in this dataset were published. The most prominent journals in this specialized field are the same ones mentioned in Table 3. Except for *Technological Forecasting and Social Change* and *Small Business Economics* which have four and two publications respectively, each of the other journals listed in Table 3 only has one publication in this area. As shown in Figure 16, the largest cluster only has four journals, which are *Technology Analysis and Strategic Management*, *Creativity and Innovation Management*, *International Journal of Hospitality*, and *Tourism Analysis*. All the nodes are quite dispersed on this map, indicating the citation relationships among the journals on topics related to entrepreneurship in the sharing economy have yet to develop.

Figure 16: Citation Analysis by Sources (Study 2)



We present different findings for citation relationships by authors. Among the 89 authors of the 33 papers in our dataset, most of them do not cite each other. However, there is a large cluster containing 16 authors, as presented in Figure 17. As mentioned earlier, each author in this dataset only has one paper, thus we changed the settings in VOSViewer to make the size of the nodes represent the number of citations rather than the number of documents. The most prominent authors in this network, namely Richter, Brem, Durst, Giselsbrecht, and Kraus who have published a paper together, have influenced other authors in this research area.

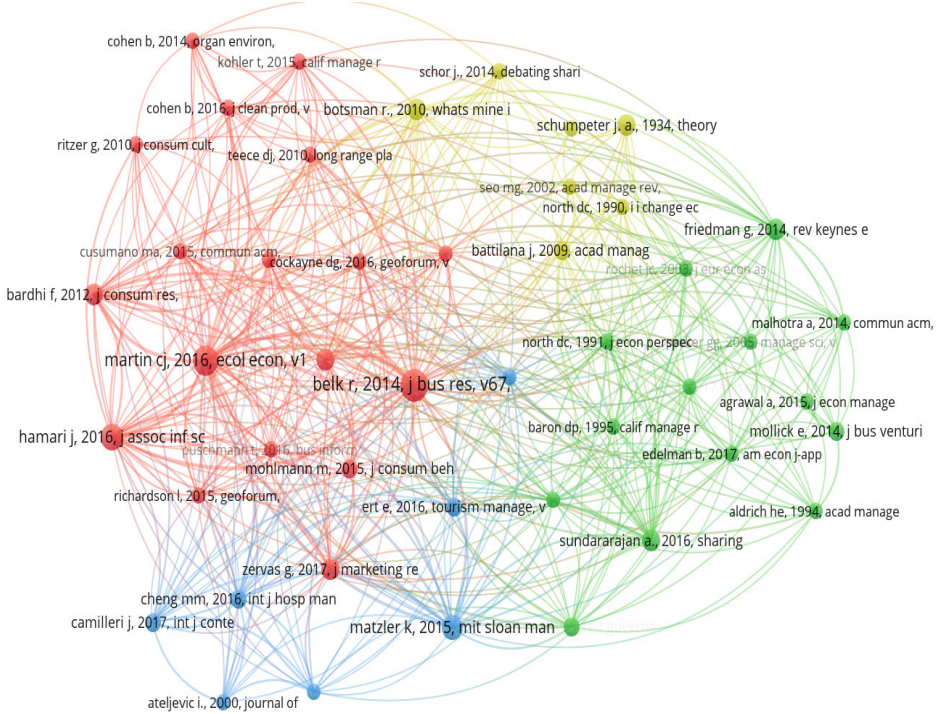
Figure 17: Citation Analysis by Authors (Study 2)



4.5. Co-citation Analyses

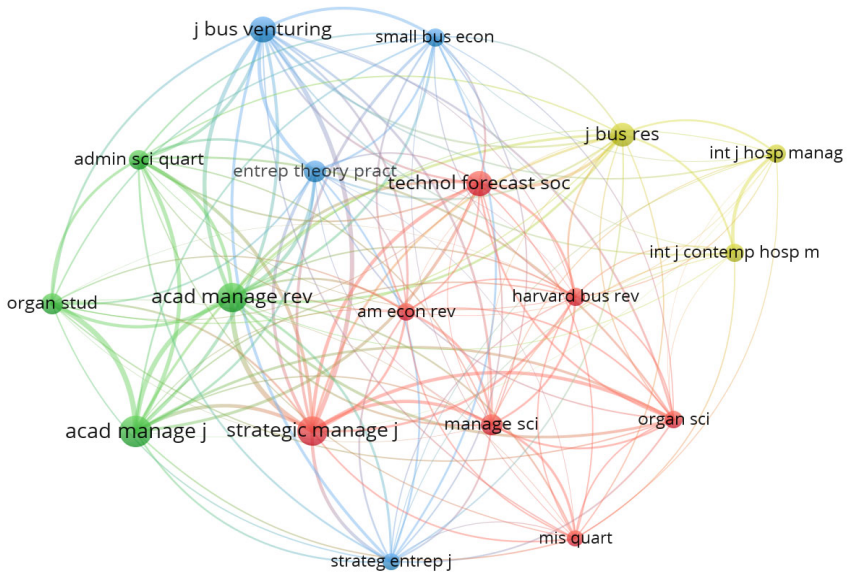
The 33 papers in the dataset in this phase have cited 2,480 references including the external articles outside our dataset. Forty-six references have been cited more than three times and we focus on these references for this analysis. The most frequently cited papers are Belk (2014, 12 citations), Martin (2016, ten citations), and Hamari (2016, eight citations), which are all prominent works identified in the Phase 1 study. We infer that knowledge creation in this specialized field of sharing economy entrepreneurship is predicated on the already well-developed theoretical foundations in the parent field of the sharing economy. As Figure 18 shows, all 46 references have formed a large cluster and are closely connected through co-citations. Twenty-eight out of the 46 papers in this network have been co-cited with at least 25 other papers.

Figure 18: Co-citation Analysis by Documents (Study 2)



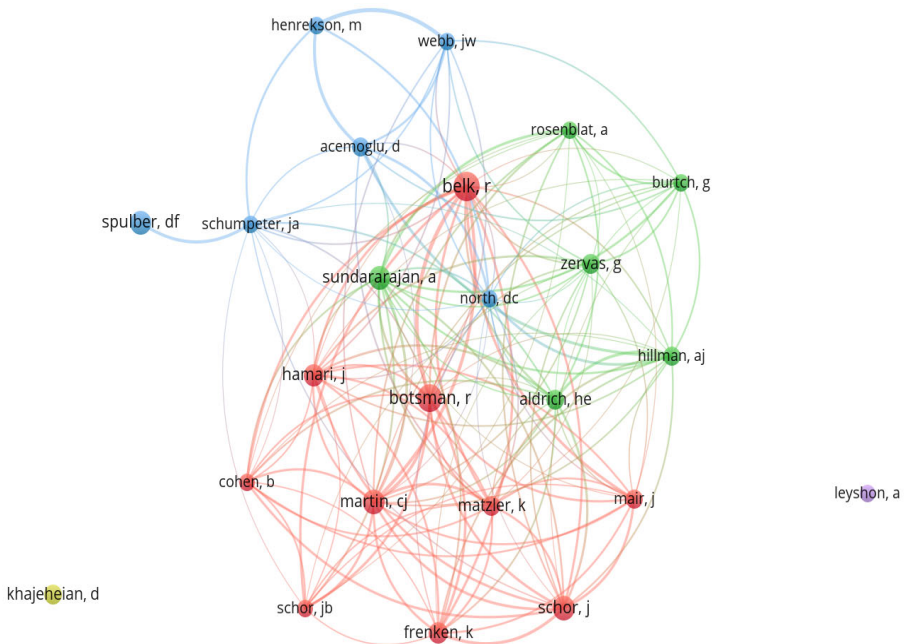
Among the 1,355 sources cited by the 33 papers in our dataset, 17 were cited at least 15 times. The most prominent journals that have provided the conceptual foundation for the works related to entrepreneurship in the sharing economy are the *Academy of Management Journal* (54 citations), the *Academy of Management Review* (48 citations), the *Strategic Management Journal* (47 citations), the *Journal of Business Venturing* (38 citations), and *Technological Forecasting and Social Change* (36 citations). As shown in Figure 19, all 17 journals are tightly connected in the same cluster, and each of them has been co-cited with at least ten other sources in this network.

Figure 19: Co-citation Analysis by Sources (Study 2)



Lastly, among the 1,997 authors cited by the 33 papers in our dataset, 24 met our criterion of needing to be cited at least six times. The most frequently cited authors are Russell Belk (York University, Canada; 17 citations), Rachel Botsman (University of Oxford, United Kingdom; 15 citations), Chris J. Martin (University of Manchester, United Kingdom; 12 citations), Juliet Schor (Boston College, United States; 12 citations), Arun Sundararajan (New York University, United States; 11 citations), and Daniel Spulber (Northwestern University, United States; 11 citations each). In Figure 20, we observe that 22 out of the 24 authors have formed a large cluster, centring around the most prominent author, Russell Belk. Belk also has the highest link strength; he has been co-cited with 19 other authors in this network, 116 times. Similarly, Chris Martin has been co-cited with 18 other authors 100 times. Rachel Botsman has been co-cited with 17 other authors 99 times. Though being cited multiple times by the papers in our dataset, Datis Khajeheian (University of Tehran, Iran) and Andrew Leyshon (University of Nottingham, United Kingdom) have not been co-cited with any other influential authors in this network.

Figure 20: Co-citation Analysis by Authors (Study 2)



5. General Discussion

This paper elucidates the state of research on the sharing economy and entrepreneurship in the sharing economy from a bibliographic perspective. We adopted VOSViewer to visualize relationships among various papers, authors, publication sources, institutions, and countries. The network maps generated by VOSViewer were used to explore and interpret the co-authorship, co-occurrence, citation, and co-citation relationships of the articles within our two datasets for the sharing economy and entrepreneurship in the sharing economy.

In the Web of Science database, the first journal article on the sharing economy was published in 2006, and the number of publications has increased substantially since 2015, which is also the year when the first paper discussing both the sharing economy and entrepreneurship appeared. We identified 1,367 journal articles on the sharing economy published in 580 journals in the hospitality, management, business, environmental studies, and environmental sciences disciplines. Among these 1,367 articles on the sharing economy, only 50 focus on entrepreneurship, indicating that the paradigms of sharing-economy-related entrepreneurship have yet to be developed.

Among all the 3,039 authors contributing to the 1,367 publications in the field of the sharing economy, Karen Xie, Makarand Mody, Courtney Suess, Mingming

Cheng and Kevin Kam Fung So are the most prolific authors, while Russell Belk, Juho Hamari, Mimmi Sjöklint, Antti Ukkonen, and Boyd Cohen are the most influential authors. Cohen is also one of the most impactful authors focusing on entrepreneurship in the sharing economy field, together with Alex Rosenblat, Luke Stark, and Pablo Munoz (University of Liverpool, the United Kingdom). The United States, the People's Republic of China, the United Kingdom, and Spain are the leading countries in which scholars conduct research in the sharing economy in general, while only the United States and the United Kingdom are impactful in the specialized sub-field of sharing economy entrepreneurship. In terms of institutions, Hong Kong Polytechnic University and Utrecht University are currently the major institutions in which scholars work on sharing economy research, and no university has a notably high influence in the field of sharing economy entrepreneurship. As one of the most well-known examples of the sharing economy business model, Airbnb is the most widely discussed topic among the 1,367 articles in our dataset. Other issues such as collaborative consumption, consumption, trust, innovation, sustainability, and tourism are also widely discussed in the field of the sharing economy in general. Innovation and consumption are also frequently mentioned in the literature on sharing economy related entrepreneurship, in addition to impact, information, and technology.

6. Future Directions for Entrepreneurship Research in the Sharing Economy

In the co-occurrence analyses in both Study 1 and Study 2, we have identified the research interests both in the general field of the sharing economy and in the specific focus of entrepreneurship in the sharing economy. By comparing the clusters in Figure 5 and Figure 14, we found that entrepreneurship in the sharing economy in the hospitality industry has not attracted much academic interest yet. However, compared with researchers in the general sharing economy field, those who explored the niche area of entrepreneurship have expressed specific interest in the participants of entrepreneurship activities and the impacts of these activities on the society. Thus, we are going to propose potential research areas for the future by summarizing the suggested research directions both in the influential hospitality literature in the general sharing economy field and the 33 articles analysed in Study 2.

For the hospitality cluster, topics such as differences between sharing-economy accommodation in different locations (e.g., rural vs urban areas) and the role of this accommodation in creating new markets for the generated demand for lodging lacking adequate exploring and research (Tussyadiah 2016). The former topic could provide entrepreneurs and accommodation more insights to determine where to start the business, while the latter could assist policymakers in designing regulations that may affect entrepreneurship activities. Researchers may look at

the current regulations on taxes, insurance, safety, and ownership of both host and guest information for entrepreneurs to evaluate the adequacy of these policies (Oskam and Boswijk 2016; Gössling and Hall 2019).

For the four clusters identified in Study 2 regarding the key entrepreneurship interests in the sharing economy, we have carefully examined the 33 papers used in the analyses in Study 2 to figure out which cluster each article belongs to and what future research directions are recommended (see Table 4 for a summary of research questions). For the strategy cluster, the suggested research directions include the interaction between evasive entrepreneurship among firms in the sharing economy and existing institutions (Elert and Henrekson 2016), the ecological effects of different sharing models of green entrepreneurship (Grinevich et al. 2019), the regulatory frameworks for sharing-economy businesses across various industries (Paik et al. 2018), the empirical studies of the impact caused by the entry of sharing-economy platforms on the market formation and the efficiency of market transactions (Spulber 2018), and extending the existing studies to various geographic markets and disciplines (Muñoz and Cohen 2017; Uzunca and Ozcan 2018; Cocquyt et al. 2020; Wiprächtigera et al. 2019). For the technology cluster, scholars are recommended to further explore topics such as the socio-emotional processes and identification progresses triggered by digitalization when start-ups adopt a digitalized sharing-economy business model (Bouncken et al. 2019), and the adoption of digital platforms with an emphasis on human interactions in a market entry strategy (Wentrup et al. 2018). For the topics related to the participants in the entrepreneurship activities in the sharing economy, suggested directions include the experiences of labour in the sharing economy regarding sharing platforms (Rosenblat and Stark 2016), the motivations for labour to work for these platforms and the trade-offs made by the individuals participating in the sharing economy (Burtch et al. 2018), and the differences in participants' behaviour with various types of goods or services provided by the sharing platforms (Delacroix et al. 2019). Regarding the outcomes of sharing economy entrepreneurship, potential research directions include the needs of communities and the environment for new sharing economy businesses to promote corporate social responsibility (Wang and Ho 2017), the perceived outcomes of micro-entrepreneurship in various sharing economy sectors (e.g., workspace sharing, peer-to-peer lending, etc.) (Zhang et al. 2019), and empirical research on value co-creation (Hamidi et al. 2019).

Table 4: Future Research Directions for Entrepreneurship Research in the Sharing Economy

Key Topics	Questions for future research
Hospitality	<ul style="list-style-type: none"> • How do differences between the sharing-economy forms of accommodations in different locations (e.g., rural vs. urban, small-town vs. metropolitan areas) impact guest bookings and new entrepreneurial ventures? • What is the role of sharing-economy forms of accommodation in creating new market segments for entrepreneurs? • What is the effect of local regulations (e.g., taxes, safety, insurance, privacy, etc.) on sharing-economy accommodation providers?
Strategy	<ul style="list-style-type: none"> • How is evasive entrepreneurship among firms in the sharing economy interacting with existing institutions? • What are the ecological or societal effects of different sharing models of green entrepreneurship in the sharing economy context? • What is the place of the regulatory frameworks to encourage entrepreneurship in setting up sharing-economy businesses across various industrial contexts? • How to measure and assess the impact caused by the entry of sharing-economy platforms on the market formation and the efficiency of market transactions? • How generalisable are the findings of existing studies in this field? Would these findings apply to less researched geographic markets?
Technology	<ul style="list-style-type: none"> • What are the characteristics of the socio-emotional processes and identification progresses triggered by digitalization when start-up ventures adopt a digitalized sharing-economy business model? • How will the adoption of digital platforms with an emphasis on human interactions in a market entry strategy make a difference in business performance?
Participants	<ul style="list-style-type: none"> • How are the experiences of labour in the sharing economy similar or different compared to traditional business models? • How is labour differentially impacted by electronic word-of-mouth on sharing platforms compared to labour in other industrial contexts? • What are the motivations for labour to work in sharing economy platforms? How should regulations promote and protect these entrepreneurial individuals? • What are the trade-offs that entrepreneurs and their employees have to make to participate in the sharing economy? • What implications can be derived from analyses of differences in participants' behaviour across various types of goods or services provided by the sharing platforms?
Outcomes	<ul style="list-style-type: none"> • What are the needs of local communities and the environment for new sharing economy businesses to promote corporate social responsibility? • To what extent are various sharing economy sectors similar or different concerning the outcomes of micro-entrepreneurship (e.g., workspace sharing, peer-to-peer lending, etc.)? What are the implications of these analyses? • What factors predict successful value co-creation in the sharing economy within and across industrial contexts?

7. Limitations and Conclusions

A major limitation of our study is that we are reliant on the Web of Science for our data collection. Though the Web of Science is a prominent and very reliable source used by scholars in various disciplines, the database might include fewer references than some other citation indexing databases such as Scopus (Falagas et al. 2008), and not all journals can be found on these online sites. There is the

possibility that we have missed some papers on the focal topics that were published in journals not included in the Web of Science, thus we were not able to analyse the impact of those works. We did not choose Scopus for our study because of its less rigorously structured reference data, which cannot be as accurately read by VOSViewer and may lead us to less meaningful results when we run the analyses. Furthermore, we also recognize that for a newly developed area such as sharing-economy-related entrepreneurship, it takes time for papers in this area to be indexed and cited. Thus, both author prolificacy and the impact of more recent papers might be underestimated.

Despite these limitations, we still believe the current study contributes to the focal fields by providing a bibliographic view of the past 15 years of publication activity related to the sharing economy. We intend to update our work at a later stage when even more journals and documents related to this field of study are included in the Web of Science. Future studies in this domain may investigate the shifting of key terms, publishing institutions and countries over time. Considering the enormous economic potential and impact of the sharing economy, there will likely be a proliferation of new firms and business models in this field. We hope this bibliographic study will help attract more attention from scholars and encourage them to conduct further research on the sharing economy and sharing economy entrepreneurship.

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