
Contents

<i>List of contributors</i>	ix
1 Introduction to the <i>Handbook of the Sharing Economy</i> : the paradox of the sharing economy <i>Russell W. Belk, Giana M. Eckhardt and Fleura Bardhi</i>	1
PART I THE NATURE OF SHARING AND THE SHARING ECONOMY	
2 Situating the sharing economy: between markets, commons and capital <i>Adam Arvidsson</i>	10
3 Sharing as an alternative economy activity <i>Thomas Widlok</i>	27
4 The who and what of sharing: a phenomenological view <i>Wolfgang Suetzl</i>	38
5 The sharing economy and lifestyle movements <i>Mikko Laamanen and Stefan Wahlen</i>	49
PART II OWNERSHIP, ACCESS AND COLLABORATIVE MODALITIES	
6 To own or to access? An exploration of sharing and access practices by Arab millennials <i>Maha Baz Radwan, Georgios Patsiaouras and Michael Saren</i>	62
7 Object history value in the sharing economy <i>Charis X. Li and Richard J. Lutz</i>	75
8 Guest, friend or colleague? Unpacking relationship norms in collaborative workplaces <i>Adèle Gruen and Laetitia Mimoun</i>	91
9 Designing the economics of the sharing economy: towards sustainable management <i>Ann Light</i>	105
PART III EXCHANGE PRACTICES IN THE SHARING ECONOMY	
10 The new face of bartering in collaborative networks: the case of Italy's most popular bartering website <i>Daniele Dalli and Fulvio Fortezza</i>	122

- 11 Sharing economy to the rescue? The case of timebanking 136
Carmen Valor and Eleni Papaoikonomou
- 12 Crowdfunding: sharing the entrepreneurial journey 152
Anirban Mukherjee, Hannah H. Chang and Amitava Chattopadhyay
- 13 Crowdfunding the development of new products and services 163
Natalia Drozdova, Seidali Kurtmollaiev and Ingeborg Astrid Kleppe

PART IV HYBRIDITY, INSTITUTIONAL LOGICS AND INSTITUTIONAL THEORY

- 14 Tracking the institutional logics of the sharing economy 177
*Andrea Geissinger, Christofer Laurell, Christina Öberg and
Christian Sandström*
- 15 Airbnb and hybridized logics of commerce and hospitality 193
Georg von Richthofen and Eileen Fischer
- 16 The hybrid nature of online facilitated offline sharing 208
Konstanty Strzyczkowski
- 17 Decentralization as a new framework for the sharing economy 218
Marc Rocas-Royo

PART V LEGAL, REGULATORY AND PUBLIC POLICY CONSIDERATIONS

- 18 Urban mobilities and local regulation: transportation challenges and
promise of the sharing economy 230
Hugh Bartling
- 19 Should Europe regulate labor platforms in the sharing economy? 242
Adrian J. Hawley
- 20 Creating value to mitigate disaster harm: how the sharing economy can
support consumers and policy makers 254
Lucie K. Ozanne
- 21 How institutional work by sharing economy organizations and city
governments shapes sustainability 266
Oksana Mont, Yuliya Voytenko Palgan and Lucie Zvolska

PART VI TRUST, SATISFACTION AND REPUTATION IN THE SHARING ECONOMY

- 22 Social dilemmas in the sharing economy 278
Rense Corten

23	Leveraging trust on sharing economy platforms: reputation systems, blockchain technology and cryptocurrencies <i>Mareike Möhlmann, Timm Teubner and Antje Graul</i>	290
24	Revisiting satisfaction with collaborative exchanges in the sharing economy <i>Jérôme Mallargé, Alain Decrop and Pietro Zidda</i>	303
25	Customer goodwill: how perceived competence and rapport influence eWOM's diagnosticity of peer-to-peer and professional access-based services <i>Christine Pitt, Theresa Eriksson and Kirk Plangger</i>	316
PART VII CRITICAL PERSPECTIVES ON THE SHARING ECONOMY		
26	Constructing the collaborative consumer: the role of digital platforms <i>Anmmarie Ryan and Gabriela Avram</i>	329
27	Performing (in) the community: accounting, biopower and the sharing economy <i>Penelope Van den Bussche and Jeremy Morales</i>	348
28	The rhetoric of sharing: managerial literature on the sharing economy <i>Karolina Mikołajewska-Zajac</i>	362
29	Reputation: the fictitious commodity of the sharing economy? <i>Alessandro Gandini</i>	375
	<i>Index</i>	385

