
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 <i>Carmen Valor and Eleni Papaoikonomou</i>	136
12	Crowdfunding: sharing the entrepreneurial journey <i>Anirban Mukherjee, Hannah H. Chang and Amitava Chattopadhyay</i>	152
13	Crowdfunding the development of new products and services <i>Natalia Drozdova, Seidali Kurtmollaiev and Ingeborg Astrid Kleppe</i>	163
PART IV HYBRIDITY, INSTITUTIONAL LOGICS AND INSTITUTIONAL THEORY		
14	Tracking the institutional logics of the sharing economy <i>Andrea Geissinger, Christofer Laurell, Christina Öberg and Christian Sandström</i>	177
15	Airbnb and hybridized logics of commerce and hospitality <i>Georg von Richthofen and Eileen Fischer</i>	193
16	The hybrid nature of online facilitated offline sharing <i>Konstanty Strzykowski</i>	208
17	Decentralization as a new framework for the sharing economy <i>Marc Rocas-Royo</i>	218
PART V LEGAL, REGULATORY AND PUBLIC POLICY CONSIDERATIONS		
18	Urban mobilities and local regulation: transportation challenges and promise of the sharing economy <i>Hugh Bartling</i>	230
19	Should Europe regulate labor platforms in the sharing economy? <i>Adrian J. Hawley</i>	242
20	Creating value to mitigate disaster harm: how the sharing economy can support consumers and policy makers <i>Lucie K. Ozanne</i>	254
21	How institutional work by sharing economy organizations and city governments shapes sustainability <i>Oksana Mont, Yuliya Voytenko Palgan and Lucie Zvolska</i>	266
PART VI TRUST, SATISFACTION AND REPUTATION IN THE SHARING ECONOMY		
22	Social dilemmas in the sharing economy <i>Rense Corten</i>	278

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>Annamarie 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 Mikolajewska-Zajac</i>	362
29	Reputation: the fictitious commodity of the sharing economy? <i>Alessandro Gandini</i>	375
	<i>Index</i>	385