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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

# Australasian Marketing Journal

## CALL FOR PAPERS

### Special Issue

### Leveraging the Power of the Sharing Economy

Full-length paper submission deadline: 31 March 2019

Anticipated publication date: Issue 4, 2019

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#### Themes:

The proliferation of the sharing economy has brought big opportunities and tensions across the globe, both conceptually and in practice. The sharing economy has generated consumer demand by offering new services (Zervas et al., 2017). Because of this, recent attempts have been made to investigate the sharing economy's business models (Fehrer et al., 2018), nature, and impacts (Cheng, 2016) and the role of engagement platforms (Breidbach and Brodie, 2017). In the sharing economy traditional dyadic firm-to-customer interactions are replaced by triadic interactions between a platform provider, a peer service provider and a customer (Benoit et al., 2017). However, little is known about the interrelationships among these versatile actors and about the open, emerging network structure and institutions these actors are embedded in. The sharing economy is still in its nascent stage (Acquier et al., 2017), meaning research on the sharing economy is modest and lacks conceptual refinement, theoretical grounding and empirical findings. To develop a better understanding for the processes, mechanisms and business models, that leverage the power of the sharing economy, we invite both conceptual and empirical papers that could include – but are not limited to – the following research questions:

- How does the sharing economy impact customer behavior?
- How is customer / peer engagement and customer / peer empowerment conceptualized in the sharing economy?
- How can customer / peer engagement be facilitated by platform providers in the sharing economy?
- How do collaborative consumption practices develop in the sharing economy? How can they be facilitated?
- How can (incumbent) businesses react to / leverage the increasing trend of collaborative consumption?
- How does customer acquisition and retention change in the context of the sharing economy?
- What is the nature of branding in the sharing economy? How do different actors co-create shared brand meaning?
- How can incumbent companies develop their business models to compete / co-exist with business models in the sharing economy?
- What is the nature of peer-to-peer interactions in the sharing economy and what are the implications for business, public policy makers and the society in general?

- How is value captured, created and delivered in the sharing economy? How is value co-created in the interaction of versatile actors in the sharing economy?
- What are the roles of the “working customers” in the sharing economy?
- What is the role of institutions in the sharing economy? How are institutions maintained, changed and disrupted based on developments in the sharing economy?
- When does market concentration in the sharing economy result in negative effects for actors?
- How can actors, once excluded from the sharing economy recover and re-integrate in the system?
- How does new technology – for example artificial intelligence, machine learning, augmented and virtual reality, blockchains – affect the development of sharing economy?
- How will work arrangements change with the development of the sharing economy?
- What are the effects of collaborative consumption on sustainability?

#### How to submit your manuscript:

- Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin July 31, 2018, with the final deadline for submission being March 31, 2019. Questions pertaining to the Special Issue should be sent to the Guest Editors. Papers must be formatted in accordance with the *Australasian Marketing Journal* style sheet.
- All papers will be double-blind refereed. Post-refereeing, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the *Australasian Marketing Journal* – their agreement will be required prior to notifying Authors of final acceptance.
- The anticipated publication date is Issue 4, 2019.

#### Links:

Australasian Marketing Journal:

<https://www.journals.elsevier.com/australasian-marketing-journal/>

Australasian Marketing Journal - format of submissions:

<https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582/guide-for-authors>

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