

The sharing economy formation through the social capital development**

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Abstract

Aspects of digital transformation as a part of Industry 4.0 are analyzed. The sharing economy and sharing platform development are shown through a historical retrospective. Characteristic features of current changes in economic development related to the global industrial Internet infrastructure, big data, cloud technologies, artificial intelligence are noted. The importance of the components of social capital for the construction of a horizontal network of stable relationships is investigated. The most popular types of sharing economy are presented. The results of a survey among participants in the program «Norway-Ukraine. Professional Adaptation. Integration into the State System» are analyzed. This program takes a course on starting your own business. The purpose of the survey was to determine the importance of the components of social capital for starting your own business and the ability to build a sharing business. The results of the survey show a low level of trust, weak partnerships, and a reluctance to cooperate with government institutions. The survey showed critical points that need to be quickly fixed for socio-economic development and social capital building. Further development of the sharing economy depends on the effective use of online platforms. The article clarifies the essence and features of the sharing economy. Modern online network platforms and gives their classification are considered.

Keywords: sharing economy, sharing platform, social capital, trust, social networks, social norms.

1. Introduction

The world has entered a new economic era – a period of digital transformation, which fundamentally changes the views on the construction and operation of modern enterprises. Historical facts show that each industrial revolution gave rise to new principles of organization of work. The first industrial revolution led to the division of labor into several operations previously performed by the master, the second – to the assembly line and the emergence of transnational corporations, the third – to the automation of production as a result of the scientific and technological revolution.

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If the automation of production determined the management system in the third industrial revolution for each area of production and a particular enterprise, then the basis of Industry 4.0 is the development of global industrial Internet infrastructure. Various data collection and analysis methods, cloud technologies, and artificial intelligence are key drivers of transformational change. Industry 4.0 is transforming the economy and opening up new prospects for markets. Since 2004, compared to the flow of manufactured goods and services, the amount of data flow has grown 50 times larger. Moreover, it is expected to become ten times larger in the upcoming five years [3]. The 21st century's «globalization» depends much on intensive intangible flows and participation of emerging economies. Network infrastructure and platforms are becoming almost as important as transportation. Perhaps most importantly, the exchanges of free services are taking the place of monetary transactions [17].

Digitization processes are changing the picture of competition and blurring the boundaries of different sectors of the economy. Information technology has led to the development of many markets for services, including online commerce, financial services, social online services, education, health care, public services, and others, but the depth of impact and speed of change occur in each industry. Mobile applications, online banking, blockchain registries in insurance companies, targeted advertising, and medical diagnostics using BigData and artificial intelligence, trading platforms have become successful examples of the use of new technologies. The components of the network processes differ in many aspects, these aspects may be accounted for manufacturing too. However, this new way of value creation requires companies to have some distinct capabilities such as being more agile, leaner, and more data-driven. Small and medium-sized enterprises have the opportunity to adapt themselves more easily compared to larger corporations.

2. Literature review

The phenomenon of «sharing economy» was included in the list of ideas compiled by Time magazine in 2011 that will change the world shortly. Many authors associate the sharing economy with the formation and rapid development of car-sharing and the changing model of rental housing. Research indicates that car and housing sharing programs provide people with short-term access to personal property without the high costs and responsibilities that may be associated with property rights and, importantly, with a fairly high level of service [4]. Various scientific papers examine non-traditional, non-institutionalized trends in services that oppose conventional service, providing customers with a wider range of alternatives, including the exchange and rental of their property. An important aspect of sharing relations is trust, increasing the economic significance of interpersonal aspects and direct transactions between the owner of the resource and its user (tenant) [6, 11, 12]. Heinrichs H. publishes the issues of sustainability of the sharing economy, prosperity of the subjects employed in it, social equality [13].

Other researchers, including T.R. Dillahunt, A.R. Malone (2015) argues that the digital exchange economy, an element of which is the sharing economy, provide people with additional opportunities to find temporary work, earn extra income, improve social interaction, and access information resources that cannot be obtained otherwise. In the study the gig economy. You're reading the Quartz Obsession (2018) reflects the issues of social protection of those employed in the sharing economy, the taxation of such transactions in the United States. The parameters of the economy of shared consumption in 2016–2018, as well as forecasts, are analyzed and evaluated in subsequent studies. The McKinsey survey refers to the number of people employed in this field (for example, in 2016, 30 % of the working population in the United States had additional part-time jobs, including due to sharing) [17]. According to a report by PwC «The Sharing Economy» (2014), by 2025 the share of the sharing economy will approach the mark of 335 billion dollars.

The sharing economy is associated with the phenomenon of gignomics, or the economy of free earnings, which includes services that work on the Uber model. They provide opportunities for the unemployed to work part-time (hereinafter they fall into the category of freelancers). Quartz has compiled a selection of interesting facts about the new type of economy. As a rule, it is very difficult to quantify the parameters of the sharing market, as currently there is no necessary methodology and mechanism for registration and regulation of this phenomenon, but indirect measurements of scale are possible. According to AliResearch estimates, 400 million people in China could become participants in gignomics by 2036. PwC estimates that in 2015, there were more than 300 companies in Europe, established in various sectors of the consumer economy. Their total revenue for the year amounted to more than 4 billion euros. In the United States at that time there were four times as many such companies [6].

About globalization through the mechanisms of the sharing economy, about a kind of international expansion of Airbnb, which covers more than 190 countries, described in the work of P.Yip [31]. A paper has been published on the functioning of online platforms from the standpoint of technology, their effectiveness, and directions of development [9]. The idea of the economy of shared consumption is reflected in the functioning of traditional business, which leads to its transformation and efficiency. The idea is implemented in two ways. The first way is to move from online platforms, which are an e-commerce platform for owners of any property and customers, to an online service that represents the interests of a company that owns assets for rent to the same customers. Such platforms include, for example, Lyft, Rentthe Runaway, Zipcar. The second way involves companies using sharing principles and creating online platforms. Such companies include large hotel chains such as Hilton, Redisson, carmaker Ford. The main premise is that consumers are increasingly inclined to demand-driven economies, so companies abroad are looking closely at this hybrid business model [25, 31]. Scaraboto D. examines the question of the hybrid nature of the sharing economy as an economy of interaction between market and non-market economy, which requires appropriate approaches to the development of the economy of shared consumption [24]. Network business has already become a tradition and completely new models of its construction are considered by T.O'Reilly [20].

Currently, there is an intensive development of the theory of sharing economy, and this process is far from complete.

3. The identification of previously unresolved issues and the formulation of research hypotheses

The sharing economy is transforming traditional systems of production and consumption in cities around the world. Although it can increase the resilience of economic systems, its actual economic, social, and environmental effects remain poorly understood. The term «sharing economy» was first used in scientific papers in 2010 [5] and is part of research in urban planning and socio-economic science, there is no common definition of the concept today. Ways to highlight the strengths of the sharing economy are still poorly understood. At present, it is extremely important to explore the roles, prospects, and effectiveness of both resource owners, users (individuals and businesses), businesses and municipalities – the new government, and the interconnection platforms themselves (Fig. 1).

Almost all of us, consciously or not, are already involved in the model of sharing economy, which changes the approaches of classical ownership and forms a new order.

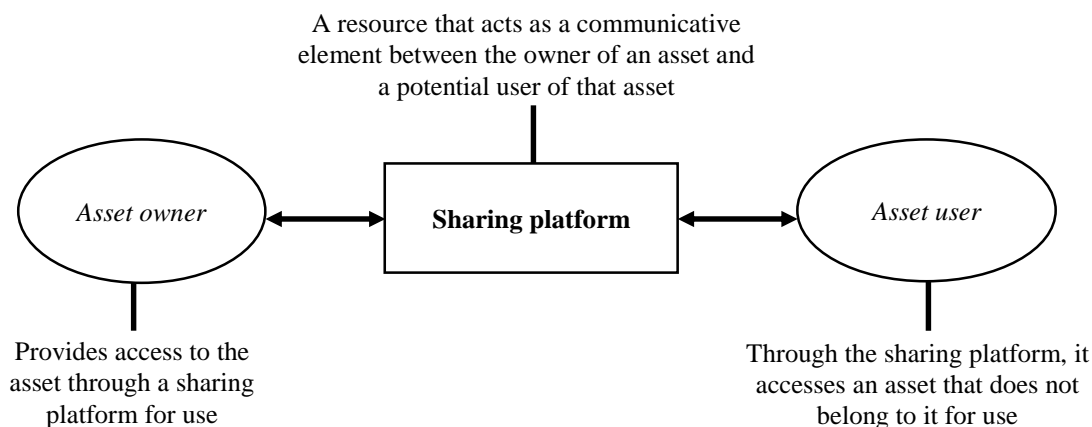


Fig. 1. Business entities in the shared economy

The main contributors to the volume and growth of the sharing economy are the top 5 sharing sectors: C2C sales, freelance services, car-sharing, and short-term P2P rental. The growth rate of each of the leading industries is in the range from 30 to 59 %. Despite the active development of sharing in Ukraine, the crowdfunding segment should be singled out. The term «crowdfunding» began to be used more often, but certainly much less often than sharing (collective) use (consumption). The crowdfunding platform needs to raise so much money that after deducting the commission, collecting the payment system, and the tax, the amount needed to implement the project remains. Crowdfunding business models can be divided into financial and non-financial. The practice of investment platforms shows that non-financial crowdfunding models are predominantly developed, but for the active growth of such agreements, it is necessary to intensify the crowdlending segment (corporate lending – P2B and B2B crowdfunding).

According to QY Research, the global crowdfunding market size is projected to reach US \$ 23,1 billion by 2026, from US \$ 12,4 billion in 2019, at a CAGR of 11,2 % during 2021–2026. The Alternative Lending report 2020 indicates that in 2019 the global market for alternative loans will be \$ 267,1 billion. The size of the sharing economy today shows exponential growth. McKinsey experts predict that by 2025, half of the world's economy will be involved in shared consumption patterns. The growth potential of the sharing economy market, according to PricewaterhouseCoopers (PwC), is significant: the industry can grow to \$ 335 billion. US 2025 (estimated at \$ 14 billion in 2014) through five key sectors: travel, car sharing, finance, staff search, and music and video streaming platforms.

According to a report published by the Pew Research Center, 72 % of the US population used the online service. The services they sought were as follows:

- purchase of old or second-hand goods online (50 %);
- using a program that offers same-day delivery or speeding up delivery (41 %);
- purchase of tickets from an online reseller (28 %);
- purchase of handmade products online (22 %);
- participation in an online fundraising project (22 %);
- use of the program for cycling (15 %);
- use of online services (11 %);
- order delivery of products online from a local store (6 %);
- work in a common office space (4 %);
- delivery of clothes or other goods for a short time online (2 %).

One of the most striking examples of the great success of the sharing economy is the example of Airbnb, one of the leaders in the sharing economy, compared to other traditional giants in the industry.

Collective ownership is not a new phenomenon, but the modern sharing economy has two new trends:

- the main thing is not to save money, but comfort, convenience, and richness of choice for the consumer;
- globalization, blurring of borders, development of the Internet, and popularity of remote work.

The sharing economy development can be divided into 3 stages of transformation (Fig. 2).

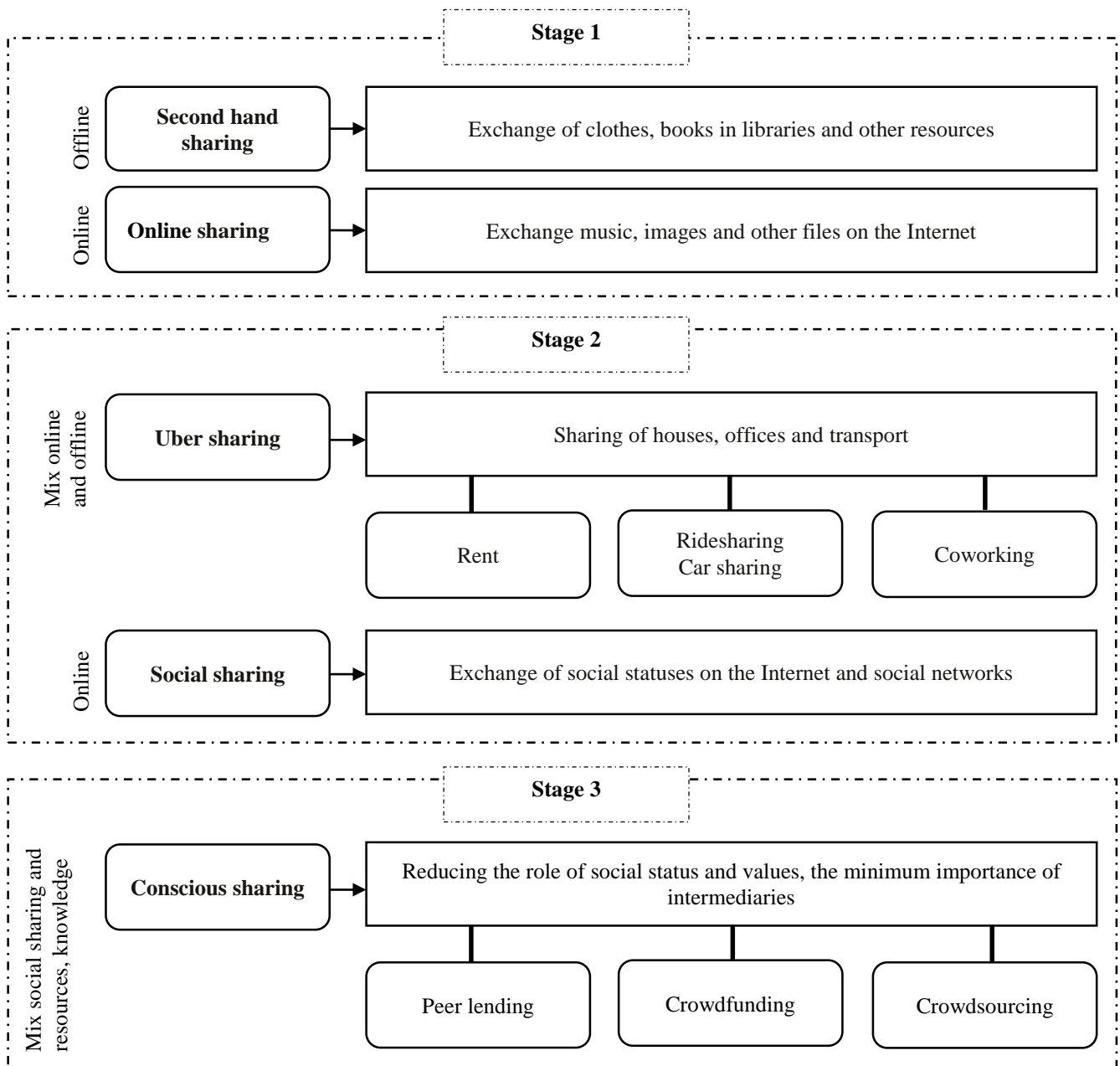


Fig. 2. The sharing economy development

The first stage («second-hand sharing») was formed as a result of the widespread practice of exchanging clothes, books, and other own resources. The rapid development of the Internet has led to the creation of online platforms for the exchange of own resources – «Online sharing». Technological features also allowed the exchange of intangible resources (movies, music, etc.). The onset of a new phase should be measured from the beginning of «uber sharing». The merging of online and offline models of the sharing economy has allowed the creation of separate networks based on a platform for the exchange and sharing of offices, homes, transport, and more. Now owning a car allows you to become a member of different types of sharing platforms: car sharing, carpooling, ride-sharing. At the same time, social networks on the Internet have gained global development. This has significantly reduced barriers to the formation of new both formal and informal networks of connections and acquaintances based on interests, specialties, and preferences. Moreover, user identification in the sharing platform (eg «Uber», «eBay», «Airbnb») allows you to use a profile on a social network (Facebook, Google), which in turn reduces the risks of the platform from «unknown» users and expands opportunities for attracting new users.

Today there is a transition to a new stage, which can be called «conscious sharing». The experience of shared consumption, in which the economy is transformed to share files, posts, space in the car, encourages a new market. Peer-to-peer (P2P) new platforms allow you to build a business where the consumer becomes a customer and both an entrepreneur and a creator. Such platforms cultivate the idea that it is important not to build yourself, but to create the conditions for others to build.

Consider examples of popular sharing economy platforms (Table 1).

Table 1
The most popular types of shared economics solutions

№	Model	Description	Platform
1.	Peer-to-peer lending	Lending to individuals by individuals, without the participation of traditional financial players such as banks. Such lending is implemented through online platforms using various credit and financial verification tools	Zopa (zopa.com) Prosper (prosper.com) LendingClub (lendingclub.com)
2.	Crowdfunding	Collective investments of founders / donors in projects of various orientations (entrepreneurs, artists, etc.)	Kickstarter Indiegogo Fundable RocketHub Spilnokosht
3.	Crowdsourcing	Involvement of a wide range of specialists in solving the problems of innovation and production activities	99designs foursquare.com digg.com upwork.com Waze
4.	Renting	Apartments / houses for rent and couchsurfing (hospitality exchange)	Airbnb VRBO Couch-surfing
5.	Ridesharing (Ridesharing – joint car trip) and carsharing (carsharing – short-term car rental)	These services offer advantages over traditional car ownership, such as no need to pay for gas, car insurance and maintenance, allow you to temporarily use a vehicle owned by a commercial or non-commercial organization, and pay only for driving time.	Uber Elevator Car2Go BlaBlaCar
6.	Coworking	Allows you to share the cost of renting an office, utilities, storage, mail and stationery with colleagues and other professionals	WeWork Galvianize
7.	Reselling and trading	Buying, selling and trading in used goods without personal interaction	eBay Craigslist Kidizen OLX

4. Research methodology and methods

An important study, the Timbro Sharing Economy Index (TSEI), examines the concept of the sharing economy and describes what drives the development of the sharing economy was conducted by the Timbro Research Center. In particular, a global ranking of sharing economies was formed. Data on the scale of user coverage by companies belonging to the sharing economy were used to form the rating. As a result of the research, a unique idea of the driving factors of the creation and promotion of the Sherino economy was obtained. It is necessary to pay special attention to the classification tool used to determine the compliance of the service with the criteria of the sharing economy: 1) Is the service still active / in business? 2) Is the service a platform, distinct from both the demander and the supplier? 3) Is there not a transfer of ownership? If the platform offers service and also transfers the ownership of goods, is the primary goal of the platform to facilitate the exchange of services? 4) Are marketable goods supplied? 5) Does the platform facilitate the deal? In other words, does the platform make it easier and safer to make a deal? Or, in yet other words, does it lower transaction costs? 6) Are contracts on a case-by-case basis? Do the demander and supplier make a deal on a transaction-by-transaction level without a long-term contract? 7) Does the platform produce none of the output? 8) Does the supplier have an excess of inputs?

To compile the index rating for the TSEI, the World Bank's population data for the country were selected and the per capita traffic to any service of the herding economy for the month was calculated.

A standard OLS regression of sharing economy usage on the aggregate economic freedom index confirms the positive association (Table 2, column 1). Countries with one standard deviation higher economic freedom have on average 0,38 standard deviation higher sharing economy usage. Slightly less than half of this association is explained by countries with more economic freedom having higher GDP per capita (column 2).

Table 2
TSEI, country-level regressions

Variables	(1) TSEI	(2) TSEI	(3) TSEI	(4) TSEI	(5) TSEI
Economic Freedom	0,0699*** (0,0160)	0,0398*** (0,0124)	0,0123 (0,0124)	0,0162 (0,0121)	0,0165 (0,0117) -0,00748 (0,231)
Log GDP per capita		0,0463** (0,0805)	-0,0176* (0,0878)	-0,00336 (0,231)	0,962** (0,437)
Share w broadband			0,825*** (0,221)	0,917*** (0,253)	-0,0111* (0,00657)
Average years of schooling				-0,0112* (0,00673)	0,000599 (0,00297)
Share under 40 years					
Observations	112	112	111	111	111
R-Squared	0,127	0,199	0,344	0,356	0,356

Robust standard errors in parentheses
*** p<0,01; ** p<0,05; * p<0,1

Building a horizontal system of relationships between the use of private resources based on commercial services encourages the development of new approaches to regulation and administration. The problem of forming mutual trust of participants in the sharing economy through various mechanisms has been studied [11, 12, 18]. Inadequate and dishonest behavior of certain actors in the sharing economy, especially in the context of weak government regulation, is a critical risk for both users of sharing platforms and for the platforms themselves. Negative experiences of interaction with a stranger often become a reason for distrust of platforms [22]. Sharing platforms solve the problem of prevention of antisocial behavior through user verification, disclosure of privacy, creation of a system of mutual feedback, quantitative assessments, and formation based on reputation assessments, as well as blocking users who violate the rules. Part of regulating customer behavior is their mutual control, which allows for respect and equality between participants. Horizontal private (peer-to-peer) interaction differs from interaction in the «business client» model. The main risk for the business model of the sharing economy is that users will agree to share bypassing the platform, depriving it of commission. The logic of reducing costs in shared consumption makes such customer behavior rational. As a result, participants can leave the platform as soon as they find regular customers. Therefore, a vital task for the sharing economy is to clean up the interaction between customers, namely, depriving them of the opportunity to translate the interaction into a separate commercial form. Sharing platforms consistently seek to minimize the impact on themselves from external regulation [10] and unscrupulous users [8], becoming closed economic systems that prefer to resolve conflicts through internal regulation. Attempts by modern sharing services to regulate customer interactions through intervention and control of each transaction are perceived by some scientists as a totalitarian system. According to empirical research, users tend to follow the social norms of horizontal interaction only in the framework of sharing, and not to transfer them to other areas of life [7]. Here we can see the organizational contradiction in the regulation attempts to subordinate personal non-commercial interaction to the commercial interests of the intermediary (platform) do not have a stable institutional basis and do not bring the desired results.

5. Main results

Thus, for the development of the sharing economy and the construction of sustainable horizontal relationships, businesses must take into account the importance of social capital, namely its key elements: trust, social networks, and social norms. During the study, we conducted a survey among participants in the program «Norway-Ukraine. Professional Adaptation. Integration into the State System», which takes a course on starting your own business. The purpose of the survey was to determine the importance of trust, social networking, and social norms for starting your own business in Ukraine. NUPASS is a professional and social adaptation program developed within the framework of Norwegian-Ukrainian cooperation and a modern state system of social adaptation of veterans. The choice of specialization in retraining is based on the analysis of the labor market in the regions, the availability of specialists in universities, and the wishes of applicants. Given that 70–80 % of veterans have expressed a desire to start their own business (IFSA research and survey results), business education in the field of «Entrepreneurship» is a priority.

Each answer could be rated from 1 to 10 points, where 10 is the highest score and 1 is the lowest. The survey results are presented in the table 3.

Table 3

Survey results on the importance of trust, social networks, and social norms for starting your own business

№	Contents of the question	Average rating (maximum score 10)
1.	Are you ready to start a business with a partner and not on your own?	6,52
2.	Are you ready to attract unfamiliar partners for business development?	4,84
3.	Do you know public organizations, societies, etc. that can help create and promote your business?	4,57
4.	Are you ready to cooperate with partners on social projects?	7,79
5.	Are you ready to support your partners (suppliers, customers, etc.) when they have problems?	8,66
6.	Are you ready to take an active part in creating social projects and support the initiatives in which you are involved?	7,79
7.	Can you trust the people around you without having to be very careful?	5,88
8.	Do you think that other businesses will not harm you for their own benefit?	5,22
9.	Are you ready to work together (with family, friends, acquaintances) to solve problems (social)?	7,99
10.	Do you trust government agencies?	4,61
11.	Do you trust the government?	3,13
12.	Do you trust public organizations?	6,48

The results of the survey indicate that today there is a situation where citizens and businesses have distanced themselves from the state and have a very low level of connections. Accordingly, the level of trust is critically low.

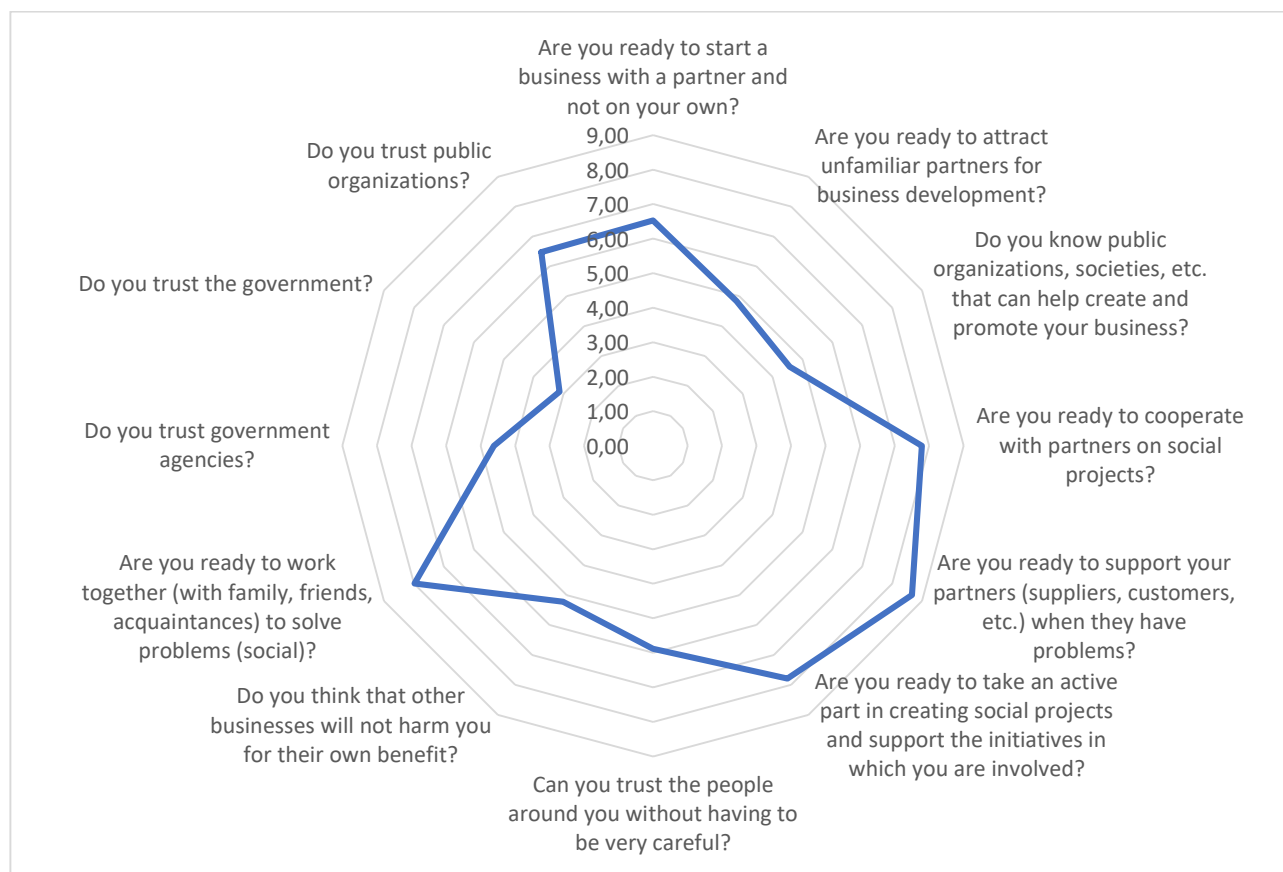


Fig. 3. Survey results on the importance of trust, social networks, and social norms for starting your own business

As a result, it is impossible to mechanically transfer to Ukraine today the forms of organization of social interactions that are effective in the United States and European countries. But sharing can be a source of renewal and development of socio-economic ties. Attitudes towards corruption were assessed separately (Fig. 4). The majority must consider corruption unacceptable. This is especially important for building a horizontal network of relationships on which all business models of the sharing economy are based.

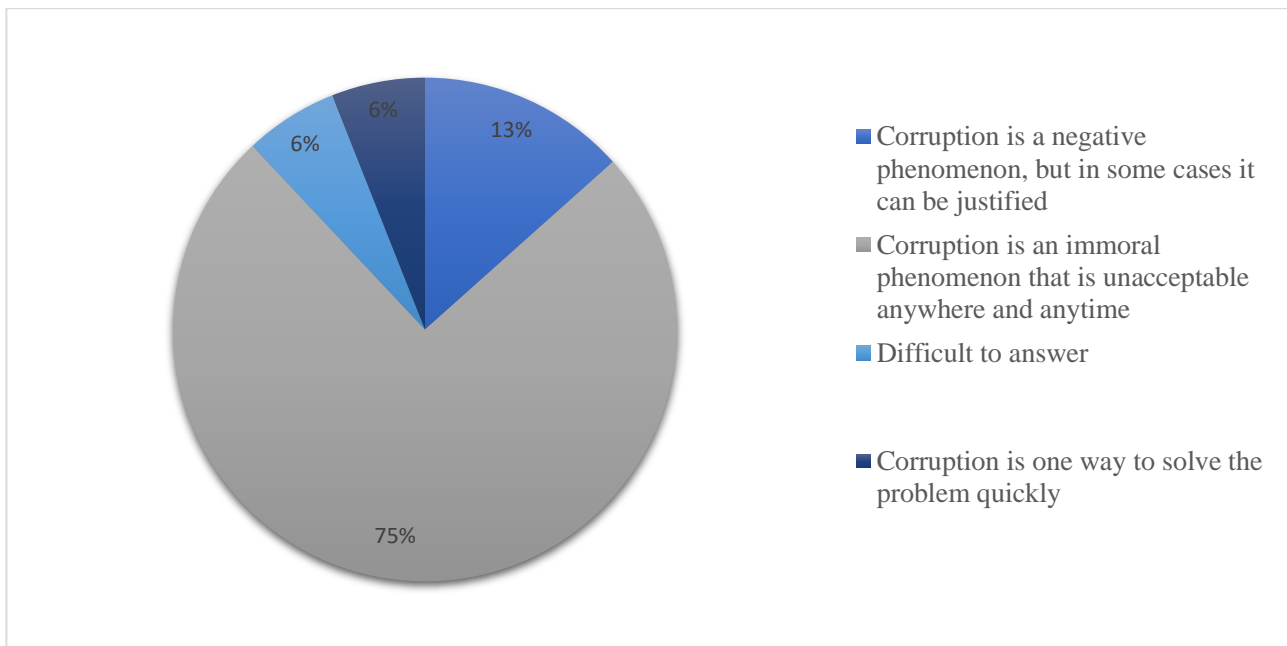


Fig. 4. Participant`s in the program NUPASS attitude toward corruption

Instead of individuals accessing common resources in exchange for belonging to traditional institutions and adhering to their values, the sharing economy offers access to each other's private resources in exchange for less costly maintenance of commercial interests.

The concept of Industry 4.0 provides for the end-to-end digitization of all physical assets and their integration into the digital ecosystem together with counterparties and customers involved in the value chain. End-to-end digitization includes:

- digitization and integration of vertical and horizontal value chains;
- digitalization of products and services;
- digital business models and their transparency for stakeholders at all levels.

The use of breakthrough technologies leads to profound transformations of the products and services themselves, as well as business models of the enterprise. This is a digital transformation, which significantly changes both the value for customers and the system of its creation, as technology allows to form fundamentally new value chains.

Building and maintaining a non-profit horizontal relationship can reduce costs. For example, the algorithms of the Blablacar platform offer drivers looking for a «fair price» for the trip for passengers and set the maximum possible cost. Thus, the driver uses the platform, not for profit, but to reduce travel costs. If the nature of the driver's travel becomes commercial, his account is blocked (similar mechanisms in the Uber platform: [23]. Within the sharing platform, it is difficult to generate income [19] due to high competition and dominance among users of the platform low-income, low-income [30] At the same time, such platforms are organizationally commercial, which determines the institutional feature (and contradictions) of the social model of sharing companies: private and non-commercial interaction of people to meet their needs. In the form of sharing of private assets, it is realized through the use of services that pursue commercial goals. This contradiction causes the asymmetric nature of the relationship between commercial platforms with non-commercial «social exchange» between its customers [16].

The organizational contradiction in the regulation of interactions between the participants of the sharing economy reveals the need for institutional tools to influence user behavior. In addition to algorithms that deprive customers of the opportunity to agree on sharing without paying a fee, the platforms use other mechanisms for customers to accept their asymmetric relationships and recognize the legitimacy of their requirements. One such mechanism is the transformation of sharing platforms into traditional institutions [32], in particular through pressure from traditional state regulators. For example, the services «Airbnb», «Blablacar» position themselves as «common», whose members share the values of equality, respect, trust, as well as modern lifestyle. Within this position, payment for services becomes symbolic of the contribution to the support and development of the community, overcoming borders between people and building a sustainable network.

Summarizing the views of researchers, it can be argued that the concept of digital transformation is based on several components. First, the use of information technology in the processes of creating value and gaining competitive advantage through the formation of modern management thinking, offering new products and services, new business models, and building a partner business network. Second, customer focus, which is to: meet the personalized needs of different stakeholders using technology, a new culture of consumption and communication; gaining customer experience and its analysis. Third, the integration of knowledge, competencies, technologies, products / services.

At present, one of the defining patterns of social development is the rapid growth of services in comparison with material production. The services integrate several factors of economic growth: intangible assets, information technology, scientific and technical knowledge, globalization, etc. Numerous innovations in society today are impossible without the existence of the information, transport, insurance, financial and other services. Besides, services are an integral part of most products, which are

becoming increasingly technologically complex. The promotion of such goods requires a developed network of services provided constantly (product promotion, sales, and after-sales service).

The main actor in the digital economy is the consumer, both external and internal. The provision of services is becoming the predominant activity. An economy dominated by the production of services is defined as a service economy or a service economy, and its subjects of economic relations are service enterprises. Knowledge in such an economy becomes a strategic resource, attracting further changes in the areas responsible for the development of knowledge. The most important factor in the transition to a service economy is the transformation of customer service. It is the customer, who differs from the consumer by active involvement in the process of forming its value proposition, today is a key player in the market. The client will be where he is timely, convenient, comfortable to provide the necessary and quality products or services. In such circumstances, businesses must be able to adapt to the changing culture of consumption. This requires tools of analytics, variability, scoring, forecasting.

Sharing Economy is understood as a socio-economic model where there is a conscious abandonment of private property in favor of collective property. It turns out that the sharing economy is a technological representation of the idea of collective management in a market economy. Scientists have identified the following trends in digital transformation, which will remain relevant in the next few years: 1) the ability to adapt is becoming increasingly important in business than ever before. Companies will be able to succeed if they can quickly adapt to market demands and use modern technology. But we should not forget that digital transformation is not only technology but also their synergy with the corporate culture of companies; 2) the progressive value of the user experience. The user experience (including the company's employees) is a key goal of any digital restructuring. Consumers will immediately abandon brands that do not meet their values and needs; 3) active implementation of innovations - one of the key capabilities of companies, which allows them to remain competitive in dynamic development.

6. Concluding remarks

The above information confirms that today the service economy is characterized by a high level of customer orientation, thus changing approaches to service and service technologies. And of particular importance are the platforms on which market participants interact. The study of the development of the network economy and the factors that do not affect it is of particular importance in the economy today. Networks are formed through the formation of partnerships; Businesses do not have a strong vertical impact on the network, as each user has different needs, which makes it virtually impossible to have «common strategies» to manage everyone. The strategy must be adaptive and flexible. The nature of networks is chaotic because it is formed from the demands of society. Almost identical systems implemented in the same environments can demonstrate different results, even when the basics of the business model are very simple and well defined. The network economy requires that strategies take into account the interests of all parties, but be sufficiently stable, durable, and build invulnerable relationships.

The ambiguity of social impressions is one of the challenges of the sharing economy, which limits the recognition of their relationships by society and their participants. Ensuring the joint consumption of private resources requires sharing platforms to prevent antisocial behavior, maximize the number of suppliers and consumers of resources. The constant expansion of the sharing economy by new entrants with different levels of trust necessitates the need for objective and relevant information about the potential counterparty not only within this platform (where this entity may be new) but also from other platforms.

Thus, the concept of the sharing economy is in the stage of intensive development and this process is not yet complete. Network platforms are a tool for the development of the sharing economy. The variety of online services means that they serve different market segments and ensure the development of the sharing economy. The following study will be devoted to the study of the mechanism of further development of the sharing economy.

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