

PROBLEMS BEHIND FLOURSHING SHARING ECONOMY

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With the vigorous development of the Internet, amounts of sharing enterprises have appeared in many fields such as accommodation, catering, and transportation in recent years, which means the new format of sharing economy has become an important mode of modern business model innovation. We already saw the big hit of Airbnb and shared bicycles. However, there are still some problems exist, for example, the big shock on the traditional labor market, trouble of effectively supervision, and lack of legal constraints, etc.

Keywords: sharing economy; competition; economy freedom.

ПРОБЛЕМЫ, СТОЯЩИЕ ЗА ПРОЦВЕТАНИЕМ ЭКОНОМИКИ ОБЩЕГО ОБЕСПЕЧЕНИЯ

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С бурным развитием Интернета в последние годы появилось множество совместных предприятий во многих областях, например, размещение, общественное питание и транспорт, что означает, что новый формат экономики совместного использования стал важным способом инновационной современной бизнес-модели. Мы уже видели большой успех Airbnb и велосипедов совместного использования. Тем не менее, некоторые проблемы все еще существуют, например, большой шок на рынке труда, проблемы с эффективным надзором, отсутствие правовых ограничений и т. д.

Ключевые слова: совместная экономика; конкуренция; свобода экономики.

As literally, the sharing economy means the sharing of information and resources. The owner generally transfers the usufruct of resource to others by sharing resources for free. During this period, ordinary people get benefits from free resources while sharer gets the corresponding reward through the sharing process and then creates relevant social value. The term of «Sharing economy» first appeared in the paper «Community Structure and Collaborative Consumption:

A Routine Activity Approach» which published in 1978 by Joan Spence and Marcos Felson [1]. However, sharing economy accidentally boomed in these years, and its vital structure is a large three-party platform based on information technology, commercial organizations and central government. The participant can utilize the platform to exchange idle goods or provide funds to an innovative project and enterprise. From a broad view, sharing economy covers a broad spectrum that can contain almost all factors of production, from fixed assets such as land, buildings, to financial assets such as currency, even to intangible assets such as expertise and time.

However, there are many uncertainties and problems behind the thriving sharing market. The uniqueness of the sharing economy itself can be regarded as a plunder. As the core attribute of the sharing economy is empowerment, which means that the sharing economy is exaggerating the free economy without regulation to the protected areas of our daily lives. Due to the information asymmetry in the market, this transfer of rights enables resource owners to have God's perspective and can use resources more recklessly, on the contrary, people who lack resources will lose more choices.

In the book «What's Yours Is Mine: Against the Sharing Economy» [3], the author illustrates the dark side of it with a classical example in each chapter in order to remind people the dangers of it. In nature, the fact to be explained in each case is parallel. Taking the example of Airbnb, which is an enterprise founded by young people. The company's initial aim is to cater for clients with cheap accommodation. By persuading landlords who have vacancies to offer listings, the platform makes profits through renting houses to others with service charge. The company earned a lot due to its prevailing move, but soon hidden problems surfaced: after some clients rented the house via this platform, they made profit themselves through short-term rentals, so the surrounding fixed original residents became very distressed. In addition, when more and more landlords notice that short-term rentals can help them get more profits, they began to turn away customers who need a long-term rent, causing some families who dependent on renting must pay higher prices to survive. We can easily draw a conclusion from this that some people gain benefits from sharing economy through sacrificing others' interests and basic rights.

Another main issue of sharing economic is that it may have a negative impact on people who are still in traditional jobs. The famous economist Jeremy Rifkin who has been observing and predicting sharing market since 1995 said «At that time, standard economic theory argued that new technologies would create more jobs than they destroy. I didn't believe that» [2]. Obviously, Jeremy is not very optimistic about the sharing economy, because its emergence is undoubtedly a shock to the traditional economy, many people may lose their jobs due to its occurrence. He also holds a view that traditional capitalism model is over, governments and corporations need to figure out ways to stem its negative fallout.

Thirdly, people's perception of the sharing economy is still at a superficial level. For example, there is neither systematic theoretical guidance nor effective data support for the social wealth effect of the development of the sharing economy, the total amount and structure of social employment, and the design of relevant macro-systems. Many existing regulations were formulated many years ago and are the products of the industrial age, and many detailed rules have been unable to adapt to the practical development of the information age. Innovation in this sphere seems to have been unable to break through from surface and cannot play an effective supervisory role. Taking China's shared bicycles as an example. Firstly, the bicycles are parked randomly, and the damage rate is too high. This not only brings inconvenience to citizens and urban traffic, but also directly affects the operation of shared bicycle companies and increases the safety hazards of bicycle users. Next, bicycle safety problems occur frequently. It is not uncommon for the safety of users to be threatened due to the quality of bicycles and users' non-compliance with the rules of use. problems such as excessive delivery make many bicycle resources wasted, which also greatly increases the cost of bicycle operating companies. There is also a general vicious competition between them, which is not conducive

to the long-term development of shared bicycle operating companies. Last, government cannot effectively regulate the operation of shared bicycles.

Recent years, global economy has suffered coronavirus seriously. Also, the war between Russian and Ukraine which began earlier this year undoubtedly added insult to the injury. To get the world economy back on track, I think we can start from the perspective of the sharing economy. Although there are still many problems exist, the sharing economy stands out among many economic models by virtue of its advantages such as low cost, high efficiency and convenience. I also believe if governments around the world can effectively regulate the sharing economy and give it suitable growing space, it will become a new engine that can help expand employment channels, get rid of the global economic downturn, and promote inclusive economic growth.

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