

References

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THE SHARING ECONOMY IMPLEMENTATION AS A FACTOR OF SOCIOECONOMIC CHANGES IN UKRAINE

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The idea of the sharing economy (from the English word ‘to share’) or a Peer-to-Peer economy evolved at the end of the first decade of the 21st century and almost immediately gained worldwide popularity. In general, it can be defined as a socioeconomic system based on sharing access to resources. The sharing economy can be considered as an alternative model to the classical economy with respect to an individual and people cooperation.

It should be noted that the emergence of the sharing economy concept is connected with the reduction of expenditures on non-essential goods, which was caused by the global economic crisis in most countries and rapid development of technology.

The concept of a Peer-to-Peer economy is to combine a wide range of digital platforms and online platforms from successful profitable companies like Airbnb or other companies providing accommodation to small ventures dealing with collective repair works, providing tools, or financing joint projects.

The principles enhancing the development of the sharing economy are as follows: time and resources saving, economic benefit through income generation and rational consumption [1].

The success of the concept is achieved by the main driving forces such as the emergence of social networks enabling not only to develop its brand, but also to become a reliable platform to promote sharing companies all over the world, the global economic crisis and environmental problems [2].

After the global financial crisis of 2008, the society realised that it would be necessary to move from the hyper-consumption, which was an essential feature of the 20th century, to the collaborative consumption. The latter is aimed at the exchange between the economic agents, which helps to reduce the accumulation of unnecessary things, the amount of garbage, and, therefore, significantly reduce environmental pollution. In addition, people began to trust and help each other

more. It can be assumed that it is connected with the efficient operation of communication Internet platforms, which maintain each other efficiently.

Today, the most successful sharing platforms are BlaBlaCar (car rental), Airbnb (apartment rental), OLX (a thing rental, purchasing and sale), Bringwasmit (a service providing communication between travellers who are ready to bring necessary travel souvenirs and those who would like them to order), Happy Tree (New Year's fir tree rent) and others.

For example, Uber started its business as an elite service in San Francisco. Today, it is available in over 400 cities all over the world, and the company's aim is to become an alternative to urban public transport. Ukraine has become the 68th country where Uber has already come into operation. In essence, it is a smartphone application which is an intermediary between drivers who provide transportation services using their private cars and customers who use these services. Travels with Uber service are usually cheaper than by a traditional taxi, and payment is made directly from the customer's account. Uber charges 25% of a travel cost from a driver.

Therefore, sharing platforms demonstrate how the growth of people's trust to each other is transforming into the potential trust to the corresponding service and, therefore, to the financial capital. At the same time, more and more owners begin considering it as not only the possibility to possess a certain thing, but as the ability to use this possession effectively, which means the possibility to turn such a possession into actual revenue.

In addition to monetary rewards, involvement in the sharing economy allows a person to find a temporary job, to generate additional income, to obtain things which have not been affordable earlier, to increase social interaction, and to get a win-win deal. Collective action is based on trust, social capital, and the theory of collective efficiency.

Simultaneously, the development of a Peer-to-Peer economy has revealed its drawbacks and problems which were caused by a lack of normative clarity, insufficient regulation and lack of responsibility.

Therefore, today the new concept of economy, the sharing economy, is a factor not only economical but also social changes, as it involves changes in people interaction, where the trust, kindness and honesty are gaining paramount importance in contrast to the traditional economy principles of the, where every individual (an entrepreneur, a business owner) is looking for personal benefit.

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