

22 Actor role-resource interactions in emerging sharing-economy businesses: A case study from Danish sharing-economy entrepreneurs

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Former abstract

This paper explores the process of establishing and developing businesses within the sharing economy by assuming that actors, resources and activities jointly shape various roles associated with sharing-economy entrepreneurship within platform ecosystems over time. Starting from the dyadic level of analysis, a sample of 15 aspiring entrepreneurs as well as up-stream/down-stream actors related with the entrepreneurs (n= 45 interviews scheduled) in the country-case of Denmark will be sampled to investigate this research question. In the paper, we will describe actor-individual roles as well as business-oriented roles on the dyadic and the network level during the process of establishing, consolidating and stabilising shared-economy businesses. In addition, the drivers that enable these processes will be identified. This short paper provides an overview of the theoretical framework and the planned research design for the empirical study.

The paper will be positioned in the wider field of industrial/B2B marketing, but we will also provide the research and policy implications of this paper for regional economic development. While the

large sharing-economy providers, such as Airbnb, Uber, and Kickstarter (to name just the most prominent ones), all represent successful cases of entrepreneurship in the sharing economy that quickly expanded to global markets, the extant literature pays much less attention to local niche-based entrepreneurs in the sharing economy outside these main roads. These local or regional cases that may be grow into national players (such as the example of Nabobil.no illustrates) can be found in various sectors, for instance, retail trade, tourism, food economies, the lodging industries and accommodation, but also farming and the cultural and creative industries. From a policy perspective, such regional entrepreneurs that use peer-to-peer interaction in the sharing economy and develop or apply digital technologies are important to revitalise and stabilise regional economies. In the light of this observation, our paper will conclude by summarising how the sharing-economy entrepreneurs can fulfil various and different roles in order to support local economic development with their entrepreneurship.

This paper is work-in-progress, but based on previous research

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