



TEXAS McCombs

The University of Texas at Austin  
McCombs School of Business

# MKT 372 RESEARCH IN SHARING ECONOMY (06150)

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# Sharing Economy

- New Disruptive Business Model
- Growth from \$15B in 2013 to \$335B by 2025<sup>a</sup>
- Range of Industries



Uber



# Sharing Economy

- Key Components

- *IT Platform Mediation*
- *Transfer of Economic Value*

*Temporary Access*  
*Peer-to-Peer*

*On-Demand*  
*Reputation Systems*

- Implications for Institutions

- *Consumers*

*Firms*

*Regulatory Entities*

- Implications for Marketing Processes

- *Innovation*
- *Customer Experience*

*Brands*

*Value Appropriation*

# Apply Research Lens to Sharing Economy

- Read Mix of Academic Research Articles and Business Press
- Gain Research Toolkit
  - Critical Analysis Skills
  - Experiments: A/B Testing, Natural Experiments
  - Linguistic Inquiry & Word Count (LIWC) Text Analysis
- Hands-On Learning of Research Process
  - Develop Testable Research Questions
  - Develop Individual Research Proposal
  - Group Project to Test Research Hypothesis



# Research in Sharing Economy



- Relevant for Business Careers
  - Consulting
  - UX Design
  - Marketing Research
  - Business Law & Policy
  - Consumer Insight
  - Management Information Systems
  - Brand Management
  - Pursuing Graduate & PhD Business Degree
- Guest Speakers: Academia & Industry
- Course Deliverables
  - Lively Discussion
  - Individual Research Proposal
  - End of Semester Group Research Project
  - Quizzes
  - Assignments