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
• Range of Industries

Source: PWC
Sharing Economy

• Key Components
  – IT Platform Mediation
  – Transfer of Economic Value

• Implications for Institutions
  – Consumers
  – Firms

• Implications for Marketing Processes
  – Innovation
  – Customer Experience

MKT 372 Research Sharing Economy Broniarczyk
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 Consumer Insight
  – UX Design Management Information Systems
  – Marketing Research Brand Management
  – Business Law & Policy Pursuing Graduate & PhD Business Degree

• Guest Speakers: Academia & Industry

• Course Deliverables
  – Lively Discussion Quizzes Assignments
  – Individual Research Proposal
  – End of Semester Group Research Project