

The Sharing Economy: A Systematic Literature Review and Research Agenda

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Abstract

The sharing economy has emerged as a transformative model in the digital age. However, existing reviews often focus on isolated aspects and provide limited insights into its complexity. This paper comprehensively reviews 92 studies through a dual-framework approach, employing both the Antecedents–Decisions–Outcomes (ADO) and the Theories–Contexts–Methods (TCM) frameworks. The ADO framework reveals key factors influencing user decisions—including adoption, usage, booking, continued use, engagement, participation, purchase, and switching—that are shaped by economic, social, technological, trust-related, environmental, and political antecedents. Meanwhile, the TCM framework structures an in-depth examination of dominant theories (e.g., Technology Acceptance Model, Social Exchange Theory), diverse contexts (e.g., studies in China, the US), and methods (e.g., quantitative and qualitative) prevalent in the literature. Key findings emphasize the importance of regulatory dynamics and market shifts on user engagement and platform sustainability. Practical implications offer actionable guidance for platform managers to enhance user retention and to align strategies with evolving regulatory and market environments. The review also identifies future research directions to expand our understanding of global trends and challenges within the sharing economy.

Keywords: sharing economy, collaborative consumption, collaborative economy, framework-based systematic review, bibliometric analysis, consumer behavior.

1. Introduction

The concept of sharing is an age-old practice. However, with the advent of the internet and digital platforms, the sharing economy (SE) has emerged as a novel and rapidly expanding phenomenon (Belezas & Daniel, 2023; Christodoulides et al., 2021; Curtis & Lehner, 2019; Luri Minami et al., 2021; Wu et al., 2023). The SE has gained considerable interest recently due to its disruptive nature in various industries (Haynes & Hietanen, 2023; Hossain, 2020; Sutherland & Jarrahi, 2018). It involves sharing services and distributing low-cost goods, leading to new and unconventional business models in once-traditional sectors (Duan, 2023; Saglietto, 2020; Vaughan & Daverio, 2016). The SE's usage and service revenue are on the rise, and institutions like the European Commission, eMarketer, and PwC predict significant growth for the SE at the socio-economic level (Sanchez-Pérez et al., 2021; Sharma, 2023; Tumaku et al., 2023). Referring to reports provided by PwC Consultancy, total global SE revenue is likely to increase to \$335 billion by 2025. A study of SE services in Europe also estimated that, worldwide, SE revenues will increase from \$15 billion in 2013 to \$335 billion in 2025 (Vaughan & Hawksorth, 2014). Although, in 2013, the traditional sectors had 16 times the fee income related to the SE sectors, it is predicted that, by 2025, both the traditional sectors and the SE will have equivalent income, which means that the SE will rise by more than 2000 per cent.

In addition to the above, a report published in Allied Market Research shows that the global SE market size reached \$387.1 billion in 2022 and is projected to reach \$827.1 billion by 2032. Further, a large number of businesses based on the SE have been established around the world, which represents an emerging trend (Ahsan, 2018) and, according to a survey conducted by Business.com, approximately 60% of businesses in the near future will be based on the SE (Brooks, 2017).

Nevertheless, despite its rapid growth and increasing popularity, the existing literature on the SE suffers from significant gaps and limitations. While many studies have analyzed specific aspects of SE platforms or focused on individual sharing services (He et al., 2023; Prentice & Pawlicz, 2023; Zhao et al., 2023), comprehensive, structured frameworks that bring together different perspectives are lacking (Fernandez, 2019). Some studies have identified themes in the SE literature, but they have not explored the

structural independence or interrelatedness of these themes (Belarmino & Koh, 2020; Dann et al., 2019; Dolnicar, 2019; Guttentag, 2019; Sainaghi & Baggio, 2020), indicating a critical knowledge gap.

This paper conducts a comprehensive systematic review of the SE literature to address these limitations and gaps. The objective is to gain a fundamental understanding of the dimensions and characteristics of the SE, identify research gaps, and explore the phenomenon beyond single-sharing services (Lim et al., 2021). Similar to previous research (Billore & Anisimova, 2021; Ghorbani et al., 2022; Khatoon & Rehman, 2021), we adopt a hybrid approach, combining bibliometric analysis with framework-based systematic reviews, to guide the research questions: **(RQ1)** Over time, how has scientific research on the SE progressed? **(RQ2a)** What is theoretically known about the SE? **(RQ2b)** In what context has the SE been studied? **(RQ2c)** How has research on the SE been conducted so far? **(RQ2d)** Why do we need more research on the SE, and where should we be heading? **(RQ3)** What are the latest trends and future research topics in the SE literature?

We are still developing our understanding of the SE—a new economic system. To gain better insights, it is important to rely on reliable scholarly research, such as systematic literature reviews (SLRs), as mentioned by Lim et al. (2022a, b). Although there are many existing reviews on the SE, there are still significant gaps and limitations in this area of research. Some reviews only focus on general themes and trends. For example, scholars such as Akbari et al. (2022), Kraus et al. (2020), and Leković et al. (2024) only give a broad overview of the performance and science mapping of research on the SE. This limits the in-depth understanding of the field and inhibits the acquisition of detailed insights into the SE.

Numerous studies have examined the SE, each focusing on different sectors. Some have only examined hospitality and tourism (Bahar, 2024; Ding et al., 2023; Mosaad et al., 2023; Puram & Gurumurthy, 2023), while others have concentrated on the transportation sector (Vasil et al., 2024; Wu & Benson-Rea, 2024). Lim et al. (2021) specifically delved into shared housing and Hossain (2020) provided a review encompassing the accommodation and transportation sectors. However, this narrow focus has impeded the development of a comprehensive understanding of the SE. Some researchers have focused only on specific aspects of the SE without considering all three dimensions of consumers, providers, and

platforms. For instance, scholars have only investigated specific perspectives, such as trust, from the consumer's perspective (e.g., Song et al., 2023) or considered the provider's perspective (Wu & Benson-Rea, 2024), neglecting other dimensions. This limited focus suggests that these reviews can only provide a partial rather than a holistic view of the SE when taken independently. Despite the expanding literature on SE, most studies adopt a single framework, focusing either on antecedents, decisions, and outcomes (ADO) or on theories, contexts, and methods (TCM). This singular approach limits our understanding of the complexities of the SE' which span user motivations, platform dynamics, and environmental factors. For example, ADO-focused studies may neglect contextual influences—such as cultural and regulatory factors—that shape user and provider decisions across diverse regions and sectors. Conversely, TCM-centered studies might overlook the underlying drivers of behaviors and outcomes within SE platforms. Our review addresses these limitations by applying both the ADO and TCM frameworks, offering a comprehensive overview of SE as a system influenced by various factors. The ADO framework clarifies the motivations driving user actions and platform engagement, while the TCM framework situates these insights within a range of theoretical and contextual perspectives. This dual-framework approach fills a significant gap in the literature, providing a nuanced understanding of the SE's dynamics and offering insights that inform both academic research and practical SE management strategies.

It is important to note that the insights are based on articles that were selected without using a review protocol. For example, the review by Mont et al. (2020) was not conducted with a review protocol, which means that their reviews were critical rather than systematic. This limitation could result in a biased perspective of the SE as not all articles in this area have an equal chance of being selected for review.

By emphasizing our unique methodological approach, multi-theoretical framework, novel empirical findings, and actionable practical implications, we believe that our study makes significant contributions to the existing body of knowledge. These contributions set our research apart from others in the field, providing new ideas and viewpoints that enhance the understanding and practice of the sharing economy.

Due to the existing gaps and limitations in previous research, it is important to attain an in-depth understanding of the SE. Therefore, this paper conducts a systematic review of the SE. (1) The review

follows the PRISMA protocol to guide the process, and (2) utilizes the ADO (antecedents, decisions, outcomes) and TCM (theories, contexts, methods) frameworks to organize the findings objectively. (3) The review encompasses the SE as a whole rather than focusing on specific sectors. (4) It unpacks the characteristics of the SE in terms of the antecedents, decisions, and outcomes, and (5) reveals the relevant theories, contexts, and methods for studying the SE. (6) Additionally, the paper presents future directions for the SE.

This article makes three important contributions to theory. First, it consolidates and reconciles existing knowledge on the SE. Second, it highlights the gaps in our current understanding of the SE. Last, it provides suggestions for future research to address these gaps. In addition to contributing to theory, this article also enriches the practical understanding of the factors that influence consumer and provider participation in the SE, the decisions made by consumers and providers, and the expected outcomes from their participation in the SE.

This review is organized as follows. The second part provides the literature review and states the research gap. Section 3 presents an overview of SLR methods presented by Paul and Criado (2020). It also discusses the PRISMA protocol adopted in this review for article identification, screening, eligibility, and inclusion. Section 4 presents the statistics related to the year of publication, journals, and highly cited articles. Section 5.1 adopts the TCM framework to provide insights into the theories, contexts, and methods used in the reviewed studies, while the research findings showing the relationship between the antecedents, decisions, and outcomes using the ADO framework are discussed in Section 5.2. Section 6 discusses the review results to identify research questions and objectives for future research. Finally, Section 7 concludes.

2. Literature review

The sharing economy (SE) is a new phenomenon that has received increasing attention (Christodoulides et al., 2021; Curtis & Lehner, 2019; Hossain, 2020; Luri Minami et al., 2021; Sutherland & Jarrahi, 2018). It is based on the exchange of services and distribution of low-interest goods (Saglietto, 2020), leading to the emergence of modern business models in traditional industries like tourism (e.g., Airbnb) (Bommer et al., 2024; Lutz & Newlands, 2018; Thornton, 2024; Von Richthofen & Von Wangenheim, 2021), transportation

(Uber) (Caputo et al., 2021; Shokoohyar et al., 2024), business services (Hopwork), and finance (Kiva). The SE uses advanced technologies (e.g., the internet, AI, cloud computing) to integrate and share resources to meet consumer needs (Ji et al., 2019; Zhu et al., 2017).

As a disruptive innovation, the SE has disrupted traditional businesses, leading to innovation opportunities and challenges (Chuah et al., 2021; Eggers et al., 2018; Li et al., 2024). The SE creates opportunities for unemployed people by increasing social interactions and improving access to resources that they may not get otherwise (Dillahunty & Malone, 2015; Ebirim et al., 2024; Kathan et al., 2016). This, in turn, can help to improve social problems such as excessive consumption, pollution, and poverty (Hamari et al., 2016; Laukkanen et al., 2020). By adding environmental, social, and economic value to the value proposition provided by businesses, the SE can contribute to creating a more sustainable society (Encarnación et al., 2024, Cocquyt et al., 2020, Morrison, 2024; Pérez-Pérez & Nebreda-Calvo, 2024).

Furthermore, companies can become more flexible and respond to market changes faster by sharing assets and resources (Brooks, 2017; Grondys, 2019). Shared consumption allows for renting assets, services, and skills without transferring ownership (Retamal & Dominish, 2017). This has led to the establishment of numerous SE-based businesses worldwide (Ahsan, 2020). However, the SE comes with challenges and risks such as theft, damage to personal assets (Lutz et al., 2018), cyber-attacks on online systems leading to personal information violations (Chen et al., 2014; Yang et al., 2019), trust issues, lack of monitoring, and vague rules and regulations (Lutz et al., 2018). These issues are the main obstacles to the SE (Barann et al., 2017; So et al., 2018; Tussyadiah & Pesonen, 2018).

The SE is considered a smart solution for resource management in the fourth industrial revolution (Grondys, 2019), but its adoption varies in different regions (Ajwani-Ramchandani et al., 2021; Davis, 2018) due to diverse business models, conflict between stakeholders, and complex policies and regulations (Hossain, 2020; Muñoz & Cohen, 2017). Institutional frameworks are crucial (Baumber et al., 2019; Gerwe & Silva, 2020), as seen in Uber's failure to secure specific Asian markets (Davis, 2018; Koch, 2017; Teece, 2018). Developing countries face additional challenges such as limited financial resources and lower technical literacy (Chinedu et al., 2014; Giotopoulos et al., 2017).

Understanding the motivations for and barriers to sharing is crucial to the success of SE-based businesses. Motivations can be of two types—extrinsic and intrinsic (Acquier et al., 2017; Möhlmann, 2015). Extrinsic motivation is very common and diverse (Chung & Lee, 2016; Davidson et al., 2018), including convenience, flexibility, interaction, local authenticity, and economic benefit. Utilitarian motivation, hedonic motivation, and perceived trust also positively affect users' willingness to participate in the SE as intrinsic motivation (Amirkiaee & Evangelopoulos, 2018; Guttentag & Smith, 2017; Tussyadiah, 2016). Economic, environmental, political, social, and technological factors also drive SE participation (Alibakhshi et al., 2024; Barnes & Mattsson, 2016).

While cost savings and flexibility are often seen as primary drivers of engagement in SE (Chung & Lee, 2016; Davidson et al., 2018), trust also plays a crucial role. Research indicates that users' trust in platforms and service providers significantly affects participation, especially in shared spaces and vehicle transactions (Amirkiaee & Evangelopoulos, 2018; Guttentag & Smith, 2017; Ruiz-Alba et al., 2021). Barnes and Mattsson (2016) found that while initial attraction may stem from economic benefits, ongoing engagement depends on perceived trustworthiness. In contrast, studies by Möhlmann (2015) and So et al. (2018) suggested that cost-effectiveness often outweighs trust, particularly for Millennials who prioritize affordability. These differing perspectives underscore the complex interplay between economic motivations and trust within the SE. Furthermore, a synthesis of key studies illustrates a shift from isolated analyses of SE participation motivators to more integrated models examining multiple factors simultaneously. Early studies, such as Hamari et al. (2016), focused primarily on motivations like economic benefits and convenience. Recent research by Davlembayeva et al. (2020) and Małecka et al. (2022), however, delved into complex and overlapping influences, such as social value and platform reputation. This progression highlights the need for a dual-framework approach to fully capture the SE's multi-dimensional nature. By synthesizing these findings, this review aims to bridge existing gaps, offering a structured, comprehensive perspective that reconciles trust, economic incentives, and other key factors shaping SE engagement.

Service providers engage in the SE for various reasons, including to earn money, enjoy life, help others, and contribute to sustainability (Acquier et al., 2017; Faraji et al., 2024; Mao & Lyu, 2017; Ruiz-

Navarro et al., 2024; Wilhelms et al., 2017). However, monetary gain is not always the primary motivation; some participate because they find the SE enjoyable, feel a sense of belonging, or find the service useful (Barnes & Mattsson, 2017; Bucher et al., 2016; Guttentag & Smith, 2017).

Despite extensive research on user experience, there are still differences in expectations among users due to their lifestyles and perceptions based on their generation (Lee, 2020; Papagiannidis & Davlembayeva, 2021). Researchers need to focus more on users' previous experiences, satisfaction, and motivation (Małecka et al., 2022; Oliveira et al., 2022). Factors like website quality, reputation, credibility, brand image, price value, perception, and sensitivity require further investigation (Baek et al., 2021; Davlembayeva et al., 2020; Delgosha & Hajiheydari, 2020; Lu et al., 2021). Levels of trust (in platforms, service providers, and interpersonal) should be evaluated carefully (Ruiz-Alba et al., 2021), along with comparing expectations and perceptions of users from different cultures (Hallem et al., 2021; Juric et al., 2021).

Studies in this field have produced conflicting findings. For instance, Bakk et al. (2022) found that sustainability was a significant motivator for Uber users, while Kaushal and Prashar's (2022) study on shared services in India identified perceived intimacy and economic benefits as the strongest determinants of user participation. Similarly, Amaro et al. (2019) found that Millennials' intention to book on Airbnb was influenced by subjective norms, willingness to stay, attitude, and economic benefits, but not perceived risk, while So et al. (2018) also found that social interactions and perceived risk did not significantly affect Airbnb users' behavior. However, in the context of Uber, perceived risk, benefits, trust, and quality were key determinants of users' intention to participate (Lee et al., 2018; Moon et al., 2024).

Different research studies have explored the factors and barriers affecting participation in the SE across various fields. Some studies have focused on users, such as guests, while others have examined service providers like hosts and drivers. Despite examining similar contexts, such as Airbnb, the results of these studies often differ. Furthermore, most of these studies have been conducted with separate and individual viewpoints, resulting in scattered, unorganized, and sometimes conflicting and outdated knowledge, which impedes a complete understanding of the SE. Some recent studies can be seen in Web

Appendix 2. Thus, there is a need for systematic reviews and scientific studies to comprehend the different dimensions of the SE (Oliveira et al., 2022).

3. Methodology

3.1. Systematic review

In order to conduct a systematic review, it is essential to use consistent and replicable methods and protocols for identifying, choosing, and evaluating relevant literature based on a predetermined research plan (Paul & Criado, 2020). Multiple systematic review methods and resources are available (Magni et al., 2020; Paul & Rowley, 2020; Thomas & Gupta, 2021), and there are four types of systematic review (Paul & Rowley, 2020). (i) A domain-based systematic review evaluates knowledge on a specific topic. This type of review is divided into five categories: *Structured reviews* endeavor to incorporate theories, constructs, and methodologies commonly employed in the literature about the research subject (Canabal & White, 2008; Hao et al., 2021; Paul & Feliciano-Cestero, 2021; Rosado-Serrano et al., 2018); *Framework-based reviews* utilize pre-existing frameworks to analyze data and provide valuable statistics related to the field of study (Lim et al., 2021; Paul & Mas, 2020; Paul & Rosado-Serrano, 2019); *Bibliometric reviews* provide essential details on the year of publication, the journals involved, and the researchers who contributed to the documents (Donthu et al., 2020; Vallaster et al., 2019); *Hybrid reviews* are created by combining various perspectives from different categories of domain-specific reviews (Kumar et al., 2020; Paul et al., 2017); *Theory development reviews* also focus on creating theoretical models and hypotheses/propositions that can be tested in the future (Paul, 2019; Paul & Mas, 2020; Sharma et al., 2021). (ii) The overarching objective of the theory-based review is to meticulously analyze and evaluate the various theories that play a role in advancing a specific field of research (Gilal et al., 2019, 2022; Lim & Weissmann, 2023; Paul & Rosado-Serrano, 2019). (iii) The method-based review aims to offer current and comprehensive data regarding the specific methodologies utilized within the area of research (Ji et al., 2019). (iv) Finally, a meta-analysis utilizing statistical methods provides an overview of the relationships between different variables and the corresponding effect sizes (Rana & Paul, 2020; Schmid & Morschett, 2020; Tang & Buckley, 2020).

This research adopts a hybrid approach to thoroughly investigate the literature, combining bibliometric analysis with framework-based systematic reviews. This approach enables critical discussions on relevant issues by synthesizing the existing literature, identifying knowledge gaps, and guiding scholars in developing frameworks and theories (Bahoo et al., 2020; Dabić et al., 2020; Paul & Rowley, 2020). The hybrid method integrates quantitative and qualitative perspectives, offering a comprehensive understanding of SE research. Bibliometric analysis provides an objective view of the literature by mapping trends such as publication frequency, citation patterns, and key researcher contributions, helping to identify the volume of research, influential works, and emerging topics in the SE (Donthu et al., 2020; Vallaster et al., 2019). The ADO framework organizes behavioral aspects, focusing on antecedents, decisions, and outcomes, offering insights into SE behavioral dynamics (Paul & Benito, 2018; Paul & Rosado-Serrano, 2019). Complementing this, the TCM framework assesses theories, contexts, and methods, thereby evaluating theoretical foundations, diverse research settings, and data collection methodologies (Lim et al., 2021; Paul et al., 2017). The combination of bibliometric analysis for quantitative insights, ADO for behavioral analysis, and TCM for theoretical and methodological depth yields a nuanced understanding of SE research. This integrated view captures contextual variations—such as cultural, economic, or technological factors—and behavioral antecedents influencing SE participation, enriching the field’s understanding and informing future research and practice (Bahoo et al., 2020; Paul & Rowley, 2020; Vasil et al., 2024). Based on the sample coding process, articles were coded based on the ADO and TCM frameworks, categorizing each study’s focus on antecedents (e.g., economic, trust-related), decisions (e.g., adoption, continued use), and outcomes (e.g., engagement, satisfaction). Similarly, TCM coding categorized each study’s theoretical foundation, context (e.g., region-specific studies), and methodology (e.g., quantitative, qualitative). This systematic coding process is further outlined in Web Appendix 3.

3.2. Organizing framework

A systematic review uses an organizing framework to integrate unique aspects from different literature sources. Previous scholars and high-ranked journals have advocated for thorough and well-structured

reviews (e.g., Hulland & Houston, 2020). A review is considered well-structured when it scientifically and logically presents its content, such as theories, constructs, contexts, and methods (Hulland & Houston, 2020; Paul & Criado, 2020).

Our systematic review employs the Antecedents–Decisions–Outcomes (ADO) and Theories–Contexts–Methods (TCM) frameworks to ensure rigor, relevance, and impact. The ADO framework allows us to systematically analyze the factors influencing the sharing economy by examining antecedents (pre-existing conditions), decisions (choices made by stakeholders), and outcomes (results of these decisions). Antecedents clarify the reasons for engaging or not engaging in a behavior. At the same time, decisions explain the types of behavioral performance or non-performance, and outcomes encapsulate the evaluations that arise after behavioral performance or non-performance. Many scholars (Paul & Benito, 2018; Paul & Rosado-Serrano, 2019; Paul et al., 2017) have advocated for various organizing frameworks. In this paper, two such frameworks—the ADO and the TCM frameworks—are chosen to thoroughly analyze the existing literature on the SE. Paul et al. (2017) created the TCM framework, standing for theories (T), contexts (C), and methods (M). Theories are the perspectives that scholars use to guide their investigations, while contexts refer to the circumstances involved in the investigation. Methods help to reveal the nature of empirical evidence used in the investigation’s development. The TCM framework further enhances our analysis by integrating various theoretical perspectives, contextual settings, and methodological approaches. Together, these frameworks provide a structured approach that ensures comprehensive coverage of the literature, clear identification of research gaps, and actionable insights for future research and practice. There are two reasons why combining the ADO and TCM frameworks is necessary. The ADO framework is an effective way to organize the results and relationships discovered in previous research in a structured manner (Paul & Benito, 2018). However, the ADO framework may not be sufficient in guiding future research as it lacks explanations on theories, contexts, and methods that could be used as guidance. Second, as stated by Paul et al. (2017), the TCM framework is an effective tool for organizing previous research and provides future scholars with the necessary tools to replicate or make discoveries in the field. However, the TCM framework alone may not be sufficient to guide future research as it does not focus on

topical content as extensively as the ADO framework does. In order to achieve our goal, our study employs a hybrid methodological approach, combining the Antecedents–Decisions–Outcomes (ADO) and Theories–Contexts–Methods (TCM) frameworks. This dual-framework approach allows for a comprehensive and structured analysis of the sharing economy (SE), offering a more nuanced understanding than studies using a single framework offer. This integration enables us to utilize the advantages and overcome the limitations of both frameworks (Bhatia et al., 2021; Lim et al., 2021; Tham et al., 2023; Thomas & Gupta, 2022; Vasil et al., 2024).

3.3. Procedure

Following previous studies (Antunes et al., 2023; Aslam & Jawaid, 2023; Paul et al., 2021; Vingrys et al., 2023a), this study employed the PRISMA protocol to compile a set of documents for systematic reviews. This protocol consists of four stages of identification, screening, eligibility, and inclusion and provides a clear guideline (Moher et al., 2009). The details of each step are given in Figure 1.

Identification—This step was performed based on five considerations in the following order: (1) search engine, (2) search period, (3) keywords, (4) document type and language, and (5) journal quality. First, a keyword search was conducted in the Scopus (Donthu et al., 2021) and Web of Science (WoS) (López-Robles et al., 2019) databases to find related studies. First, Scopus and Web of Science comprehensively cover the English scientific literature (Mongeon & Paul-Hus, 2016). These two databases contain a comprehensive catalogue of multidisciplinary literature on the innovative concept of the SE, making them representative samples (Akbari et al., 2022b; Burnham, 2006; Sanchez- Pérez et al., 2021).

Second, regarding the search period, this was set from 1 January 1975 to 24 April 2023 to confirm that all related and new articles could be covered in this paper. Third, in terms of search keywords, the search strategy in the two stated databases was carried out as follows: WoS: “accept*” OR “adopt*” OR “intent*” (Topic) AND “shar* economy*” OR “collaborative* consumption*” OR “collaborative* economy*” (Topic). Scopus: (TITLE-ABS-KEY (“shar* economy*”) OR TITLE-ABS-KEY (“collaborative* consumption*”) OR TITLE-ABS-KEY (“collaborative* economy*”) AND TITLE-ABS-KEY (“accept*”) OR TITLE-ABS-KEY (“adopt*”) OR TITLE-ABS-KEY (“intent*”)). Fourth, only

articles published in English journals were considered when considering document type. Other publications, such as books and book chapters, were not included because they rarely significantly contribute to scientific advancement (Lim et al., 2021). Additionally, grey literature, such as conference papers and reports, was excluded due to its typically low level of independent review compared to journal articles (Akbari et al., 2022a, Lim et al., 2021).

Finally, the review uses two criteria for source quality to determine whether papers are considered “high quality” and “relevant”. These criteria include availability in journals that are: (1) indexed, and (2) ranked 4* or 3* listed in the Association of Business Schools (ABS) Journal Ranking. The ABS Journal Ranking is a thorough and interdisciplinary index that is a reliable guide for evaluating the quality and relevance of sources (Akbari et al., 2022a,b; Talaoui & Kohtamäki, 2020). We selected the ABS Journal Ranking due to its extensive interdisciplinary list validated through peer reviews, consensus, and citations. It provides a reliable guide to verifying source quality and relevance (Levy & Ellis, 2006; Mingers & Willcocks, 2017; Morris et al., 2009; Talaoui & Kohtamäki, 2020; Webster & Watson, 2002).

A search for WoS keywords yielded 1227 records. This was narrowed down to 1035 articles by selection. By further selecting the English language, the number of articles was reduced to 1005. Finally, after filtering for ABS journals, 242 articles were extracted. When searching for specific keywords in Scopus, we initially found 1166 records. After selecting the relevant articles, the number was narrowed down to 844. After selecting the English language, the total number of articles available was 823. The final count of articles was obtained by filtering the ABS journals with a 3, 4, and 4* ranking. After reviewing the contents of both databases, 159 articles were retrieved.

Screening—During the screening stage, we removed articles that appeared in both databases to avoid duplication. We used the Endnote software to identify 148 duplicate articles, leaving us with 253 unique articles that were extracted for further analysis.

Eligibility—During this stage, the articles were written with one main consideration in mind: the relevance of their content. Regarding content relevance, we carefully examined the complete text of the articles that successfully passed the initial screening process. We aimed to select only those articles that

specifically addressed SE. Out of the 253 articles chosen in the previous stage, 161 were not eligible to move forward to the next stage because they did not meet the requirements for content relevance.

Inclusion—We carefully reviewed and analyzed articles for content. A total of 92 articles were selected for analysis in this review (Web Appendix 1).

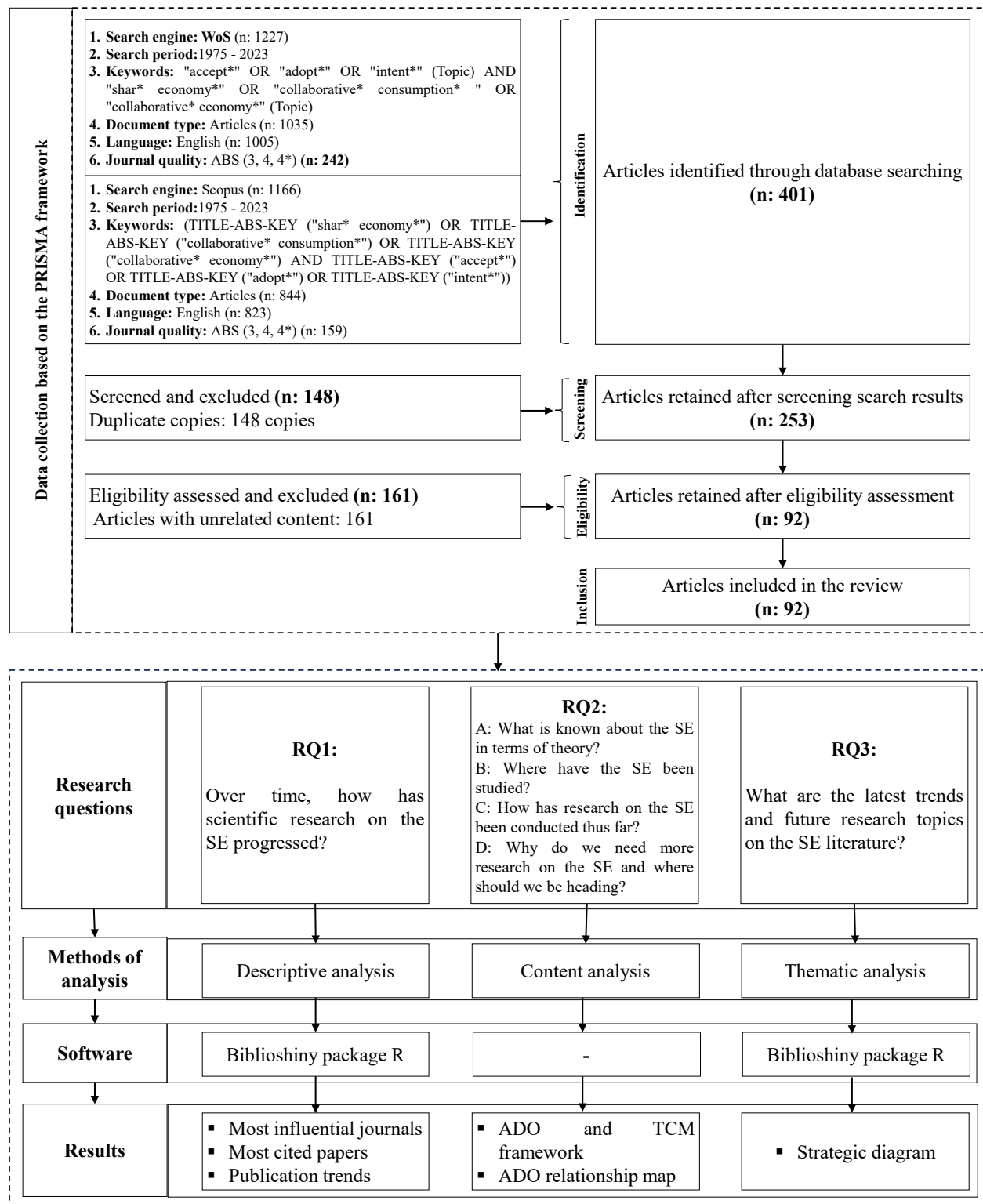


Figure 1. Methodological approach

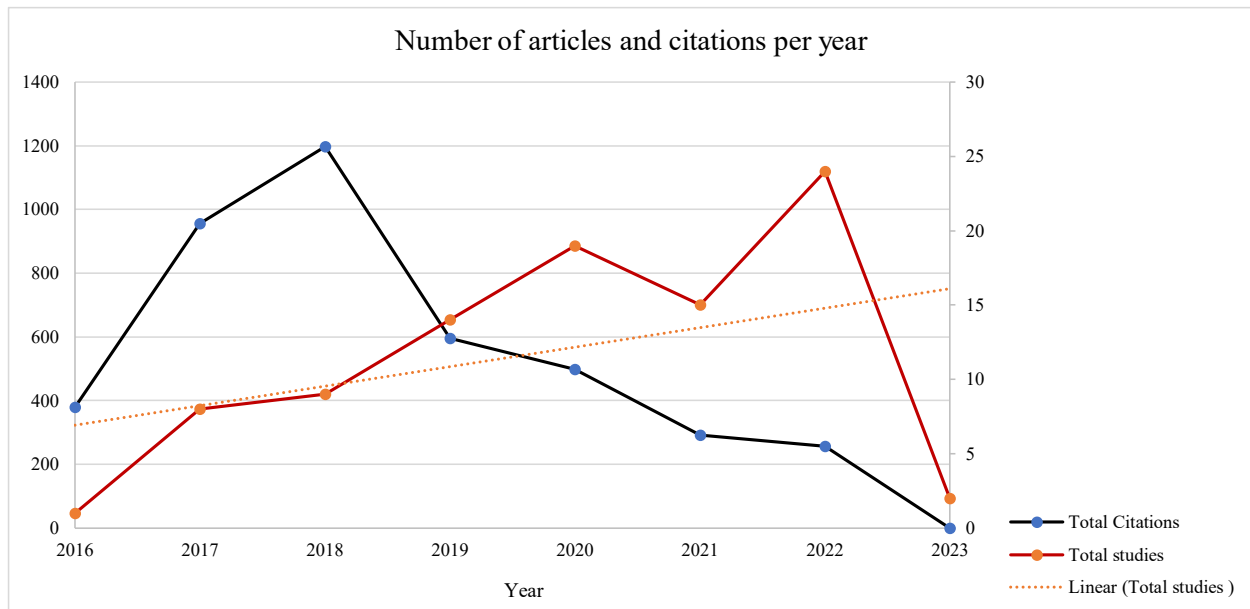
4. Results

This section is split into descriptive and thematic analyses to address the research objectives and answer the research questions. The first part uses total citations as a unit of measurement to determine the most influential articles (Fiaz et al., 2023; Naveed et al., 2023). The second part focuses on analyzing emerging themes, which involves two analyses of ADO and TCM (Web Appendix 3).

4.1. Descriptive analysis

This section presents a comprehensive list of highly regarded publications, journals, and articles ranked according to the number of citations that they have garnered.

Publishing trends—The trend of publications, citations per year, and average total citations per year can be seen in Figure 2. The publication trend in this area has increased over the years as researchers' and academics' interest in the SE has increased.



Year	2016	2017	2018	2019	2020	2021	2022	2023	Total
Total studies	1	8	9	14	19	15	23	3	92
Total citation	380	956	1198	595	498	292	257	0	4176
Mean total citation per year	48/75	17/71	23/33	9/07	7/13	7/40	4/28	0/67	118/34

Figure 2. Number of articles included in the review (n = 92)

Journal of publications—The distribution of the articles studied is displayed in Table 1 and Figure 3. Table 1 shows that the three journals—the International Journal of Contemporary Hospitality Management (21 articles with 1131 citations), the International Journal of Hospitality Management (16 articles with 942 citations), and the Journal of Travel Research (six articles with 540 citations)—are the most influential in the SE field.

The prominence of key journals in the SE research highlights interconnected focus areas shaping the field today. These journals emphasize sectors vital to the SE, particularly hospitality and tourism, where platforms like Airbnb and Uber play pivotal roles. They cover important topics such as platform management, consumer behavior, service design, and operational efficiency, providing insights into unique challenges and opportunities faced by these industries (Lim et al., 2021; Vasil et al., 2024). For example, the International Journal of Hospitality Management regularly features studies on consumer behavior and innovations related to platforms like Airbnb, situating these issues within the hospitality and tourism contexts. A significant portion of the SE research published in journals such as the Journal of Travel Research and Tourism Management focuses on understanding consumer behavior. Exploring user engagement, motivations, and satisfaction is crucial for SE platform success, and identifying behavioral antecedents—such as trust, convenience, and cost—is key to understanding SE participation (Paul & Rosado-Serrano, 2019). These journals contribute to the SE's theoretical development by offering frameworks and models that contextualize SE operations across different environments, investigating economic, cultural, and regulatory factors that impact SE growth. For instance, the Journal of Business Research and Technological Forecasting and Social Change examine broader societal, technological, and regulatory contexts influencing SE adoption and sustainability.

Technological advancements are another critical focus, with the SE closely tied to innovations like mobile applications, digital platforms, and online marketplaces. Journals like Internet Research and Technological Forecasting and Social Change delve into these technological dimensions, analyzing how emerging technologies, including blockchain and artificial intelligence, enhance trust, security, and

efficiency within SE platforms. The increased volume of SE articles in recent years reflects growing societal interest in SE platforms, spurred by technological advancements, shifts in consumer behavior, and a heightened focus on sustainable and flexible consumption models. The rapid growth of platforms like Airbnb and Uber during specific periods also sparked heightened academic interest, leading to a surge in publications addressing the complexities and challenges in the SE research. The dominance of these journals underscores the current emphasis on industry-specific applications in hospitality and tourism, consumer behavior, technological innovation, and theoretical development. This focus shapes the SE research direction, ensuring that it remains closely connected to real-world applications while reflecting dynamic changes in technology, consumer behavior, and regulatory environments. The diverse studies published in these journals significantly contribute to ongoing SE discussions, impacting both academic research and practical applications in industries that rely on SE platforms.

Table 1. List of extracted journals and ABS rank

No	Journal	No. of articles	Total Citations	ABS rank	Citation per document
1	International Journal of Contemporary Hospitality Management	21	1131	3	53.85
2	International Journal of Hospitality Management	16	942	3	58.87
3	Journal of Travel Research	6	540	3	90
4	Journal of Business Research	13	407	3	31.30
5	Tourism Management	4	257	4	64.25
6	Technological Forecasting and Social Change	6	235	3	39.16
7	Internet Research	4	180	3	45
8	Transportation Research Part A – Policy and Practice	1	28	3	28
9	Information Technology & People	6	71	3	11.83
10	Journal of Business Ethics	1	81	3	81
11	Journal of Service Research	1	68	4	68
12	Psychology & Marketing	2	65	3	32.5
13	Decision Sciences	1	38	3	38
14	Information & Management	2	37	3	18.5
15	International Journal of Production Economics	1	35	3	35
16	Business Strategy and The Environment	2	32	3	16
17	Information Systems Frontiers	2	17	3	8.5
18	Decision Support Systems	2	12	3	6
19	Journal of the Academy of Marketing Science	1	0	4*	0
Total		92	4176		

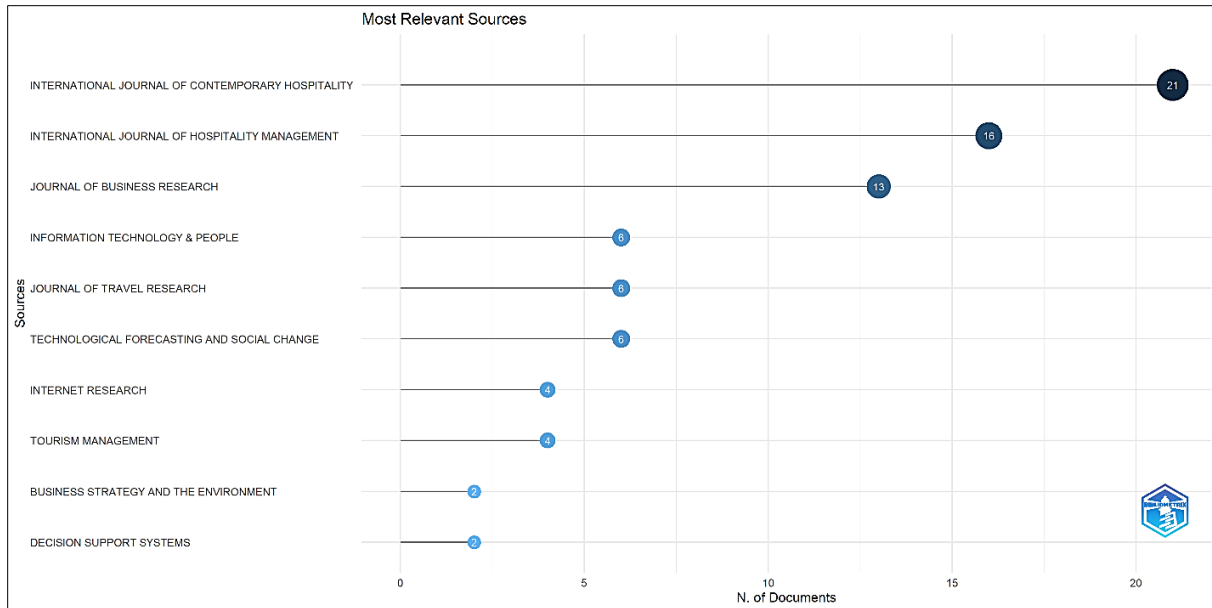


Figure 3. Most relevant sources (with a high number of publications)

Most cited papers—Citation analysis helps researchers to comprehend the level of activity within a specific field and relevant journals, and reveals the research performance of existing SE researchers. It can also help to identify new directions for future research (Chabowski et al., 2013, 2018; Ferreira et al., 2016). The most common citation analysis units include papers, scholars, journals, institutes, and countries. This analysis is based on the assumption that scholars cite documents that they consider important (Dzikowski, 2018). Thus, citations are a measure of effectiveness (Van Raan, 2003). More precise bibliometric indicators include quantity, which measures productivity in terms of the number of documents, and quality, which states the influence of a publication on the number of citations that the publication receives (Van Leeuwen et al., 2003). Table 2 shows the total citations per year for each article. The average citation per article is used as an indicator of research quality per published item (Groneberg-Kloft et al., 2009). According to Chabowski et al. (2011), the significant growth in this index shows that researchers' interest in the SE has grown significantly.

Once the keywords have been chosen and identified, the bibliographic research process involves determining the scope of the research to conduct a thorough investigation (Zupic & Čater, 2015). For our study, we used citation analysis as a bibliographic method. This helped us to create a clear understanding

of the subject matter and allowed us to identify the most frequently cited documents which, in turn, helped us to recognize the knowledge base construction (Pasadeos et al., 1998). In Table 2, 10 articles have received many citations (above 110).

Table 2. Most cited papers

Row	Paper	Source Title	Motivations	Theories	Industry	Research approach	Total Citations	Citations per year
1	Tussyadiah (2016)	International Journal of Hospitality Management	This paper examines the factors affecting guest satisfaction with peer-to-peer (P2P) accommodation and the intention to use it again for future trips. Findings show that pleasure, monetary benefits, and accommodation facilities influence guest satisfaction. Guests' reuse intention for future trips is also determined by pleasure and value.	- Perspectives of social exchange theory - Self-determination theory	Accommodation	Quantitative	390	48.75
2	Guttentag et al. (2018)	Journal of Travel Research	This study investigates the motivations of tourists to use Airbnb. The results have shown that the practical and experiential features of Airbnb have attracted tourists. The five identified factors are interaction, home advantage, novelty, sharing economy ethic, and local authenticity.	Disruptive innovation	Hospitality and tourism	Quantitative	380	63.33
3	So (2018)	Tourism Management	This study comprehensively examines the motivations and constraints of Airbnb users. The motivations discovered in this study include price value, enjoyment, and home benefits; mistrust also predicts attitude as the only major constraint.	The Theory of Planned Behavior	Hospitality and tourism	Mixed-method	257	42.83
4	Mody (2017)	International Journal of Contemporary Hospitality Management	This paper compares customer experiences from hotels and Airbnb. The findings show that Airbnb is better than the hotel industry in providing relaxation, locality, connection, and personalization dimensions.	Stimulus-Organism-Response theory	Accommodation industry	Quantitative	197	28.14
5	Mao and Lyu (2017)	International Journal of Contemporary Hospitality Management	This research examines the psychological factors that motivate travelers to use Airbnb again. The findings show that attitudinal and subjective norms are essential to repurchase intention. Moreover, perceived value and risk indirectly affect repurchase intention. Expectations of a unique experience, familiarity, and electronic word of mouth (eWOM) also directly and indirectly affect repurchase intention.	- Theory of Planned Behavior - Prospect Theory	Hospitality and tourism	Quantitative	190	27.14
6	Zhu (2017)	International Journal of Contemporary Hospitality Management	This article investigates why the ride-sharing application is installed on consumers' mobile phones. The results showed that self-efficacy is the main factor that directly affects consumers' perception of value and indirectly affects behavioral intentions. Functional, emotional, and social values are also essential antecedents of the perceived value of ride-sharing apps.	Social Cognitive Theory	Mobile industry	Quantitative	163	23.29

7	Lee (2018)	Internet Research	This research examines the effect of inhibiting, motivating, and technological factors on the willingness of users to participate in the SE. The results showed that perceived risks, benefits, trust in the platform, and perceived platform qualities are essential predictors of users' intent to join Uber.	Extended Valence Framework	Car sharing	Quantitative	138	23.00
8	Davidson et al. (2018)	Journal of Business Research	This article explores how materialism influences participation in SE programs from a cultural standpoint. The research reveals that materialism encourages more significant involvement in the SE in both the United States and India. However, the underlying reasons for this differ between the two cultures.	Materialism	Car sharing industry	Quantitative	136	22.67
9	Barnes and Mattsson (2017)	Technological Forecasting and Social Change	The purpose of this study is to describe user outcomes for collaborative consumption. The findings showed that the consumer's intention to rent is mainly driven by perceived economic, environmental, and social benefits through the mediation of perceived usefulness and enjoyment by a sense of belonging to the sharing community.	Theory of Reasoned Action	Car sharing industry	Quantitative	130	18.57
10	Yang (2019)	International Journal of Hospitality Management	This study examines how trust attachment development among Airbnb users influences their desired behaviors. The findings indicate that creating cognitive trust–identity attachment is more effective than affective trust–bond attachment, depending on the emotional distance between users and hosts.	- Trust building model - Attachment theory	Hospitality and tourism	Quantitative	111	22.20

5. Thematic analysis

The thematic analysis aims to uncover underlying themes in research inquiries by analyzing qualitative data (Squires, 2023). The systematic analysis process involves a meticulous reading of articles (Jain et al., 2022). In this section, we explore the ADO and TCM results. The TCM framework is utilized to comprehensively discuss the reviewed articles' theories, contexts, and methods. After that, the ADO extracted from the reviewed articles is discussed using the ADO framework. The antecedent section used the Technology–Organization–Environment (TOE) and the Social, Technological, Economic, Environmental, and Political (STEEP) framework.

5.1. TCM framework-based review of the studies

The TCM framework proposed by Paul et al. (2017) analyzes the extracted articles. Figure 4 provides an overview of previous studies' theories, contexts, and methods. Figure 4 also shows the ADO in the context of the SE, which is discussed in the next section. This structure is adapted to illustrate the overview from Lim et al. (2021). In this figure, we integrate multiple theoretical perspectives, including the Technology Acceptance Model (TAM), Social Exchange Theory (SET), and Trust Theory, to explore the factors influencing use of SE platforms. This multi-theoretical approach provides a richer theoretical foundation, enabling us to capture the complexity of user engagement and retention in the SE. The current review of the articles provides significant information regarding the theories, fields, and methods used in the literature on the SE. In the following, each of these cases is discussed in detail.

Theories—The results of various studies on the SE are based on multiple theories (Lim et al., 2021). The literature review has identified 69 theories used in these studies, and their citations are listed in Table 3. The theories most commonly utilized in these studies are as follows: Theory of Planned Behavior (10 votes), Social Exchange Theory (six votes), Theory of Reasoned Action (six votes), Complexity Theory (four votes), Signaling Theory (three votes), Theory of Consumption Values (three votes), and several other theories with two votes and one vote each.

The evolution of the SE research has been shaped by several foundational theories, each contributing to a comprehensive understanding of engagement drivers on SE platforms. The Theory of

Planned Behavior and the Theory of Reasoned Action emphasize psychological aspects of user decision making, particularly focusing on attitudes, social norms, and perceived control (Ajzen, 1991; Fishbein & Ajzen, 1975; Kim et al., 2018; Mao & Lyu, 2017). Social Exchange Theory, in turn, offers insights into reciprocal interactions within SE transactions (Priporas et al., 2017). Complexity Theory captures the dynamic and unpredictable nature of SE systems (Olya et al., 2018; Pappas, 2017), while Signaling Theory addresses trust and information asymmetry in virtual exchanges (Hong & Kim, 2024). Last, the Theory of Consumption Values examines the personal and social factors influencing user engagement in the SE (Tan et al., 2022b). Our review extends and refines these frameworks, introducing new dimensions that better capture the SE's complexity by considering factors such as digital trust mechanisms, platform governance, and cultural norms—elements that traditional theories often overlook (Bahoo et al., 2020; Paul & Rosado-Serrano, 2019). This integration aligns with our study's objective of developing actionable insights for SE platform management by addressing individual motivations and broader contextual influences. Additionally, this combined application of theoretical frameworks provides a more nuanced understanding of SE dynamics, thereby offering a structured perspective on how the SE operates within an evolving technological, social, and regulatory landscape (Bhatia et al., 2021; Vasil et al., 2024).

Table 3. List of theories

Theories	No. of Articles	Theories	No. of Articles
Theory of Planned Behavior	10	Moral Identity Theory	1
Social Exchange Theory	6	Motivation Crowding Theory	1
Theory of Reasoned Action	6	Motivation Theory	1
Complexity Theory	4	Norm Activation Model	1
Signaling Theory	3	Optimal Stimulation Level Theory	1
Theory of Consumption Values	3	Perceived Value Theory	1
Diffusion of Innovations	2	Practice Theory	1
Prospect Theory	2	Relational Demography Theory	1
Social Cognitive Theory	2	Resource Conservation Theory	1
Sociotechnical Theory	2	Schwartz's Theory of Human Values	1
Stimulus–Organism–Response Theory	2	Self-Determination Theory	1
Affordance Theory	1	Social Innovation Theory	1
Altruistic–Egoistic Values	1	Social Interaction Theory	1
Attachment Theory	1	Social Network Theory	1
Attribution Theory	1	Social Penetration Theory	1
Awe Prototype Theory	1	Social Presence Theory	1
Behavioral Reasoning Theory	1	Spillover Effect Psychology	1
Categorization Theory	1	Stakeholder Theory	1

Chaos Theory	1	Systems Thinking Theory	1
Communication Privacy Management Theory	1	Technology Acceptance Model and Theory of Planned Behavior	1
Configurational Theory	1	Technology Acceptance Model	1
Construal Level Theory	1	Theory of Affect Perception	1
Consumer Value Theory	1	Theory of Sharing	1
Consumption Value Theory	1	Transaction Cost Theory	1
Disruptive Innovation	1	Transaction Costs and Value-Based Models	1
Distributed Trust Model	1	Transaction Theory	1
Environmental Commitment Theory	1	Trust Building Model	1
Goal-Framing Theory	1	Trust Theory	1
Hofstede's Theory of Cross-Cultural	1	Trust Transfer Theory	1
Hunt–Vitell Theory of Ethics	1	A Unified Theory of Acceptance and Use of Technology	1
Information Process Theory	1	Value–Attitude–Behavior Hierarchy	1
Information Systems Success	1	Value–Belief–Norm Theory	1
Institutional Theory	1	Means–End–Chain Theory	1
Market Signaling Theory	1	Extended Valence Framework	1
Materialism	1	Total	100

Contexts—In research, context refers to the economic or political conditions and environment under which it is conducted (Lim et al., 2021). This study classified the research based on the countries and cities, platforms used, industry, and participants (Tables 4 to 6). Based on the data, most studies (16 articles) were conducted in China, with the US close behind (15), and India with five articles. Airbnb was the most commonly investigated platform with 32 articles, followed by Uber with five articles, and Xiaozhu.com, a web-based P2P platform, with three articles. The hospitality and tourism industry were the most extensively studied industry with 39 articles, followed by accommodation with six articles, and car and ride sharing with five articles. The contributors studied included consumers (26 articles), users (21 articles), and guests (11 articles).

The sharing economy's adoption and development vary significantly across different countries due to cultural, economic, regulatory, and technological factors. The countries frequently studied in sharing economy research, such as China, the USA, and European nations, offer unique insights into these variations. In China, rapid technological advancements and high smartphone penetration facilitate the widespread use of sharing economy platforms. The collectivist nature of Chinese society encourages sharing and collaborative consumption, aligning well with the principles of the SE. Additionally, the Chinese government has shown both support for and stringent regulation of SE practices, making it a

significant area of study to understand regulatory impacts. In the USA, the context includes a strong culture of innovation and entrepreneurship, as it is home to many pioneering SE platforms such as Airbnb and Uber. The individualistic culture in the USA emphasizes personal benefits and convenience, influencing user motivations and behaviors in the SE. Furthermore, the diverse regulatory environment across states provides a rich context for examining the legal challenges and adaptations of SE businesses. European countries offer a variety of cultural perspectives, with differences in trust, community engagement, and environmental consciousness impacting SE participation. European countries often emphasize sustainability, influencing the adoption of SE practices that promote environmental benefits. The European Union's regulatory frameworks and policies provide a unique context for studying the harmonization and conflicts of SE regulations across member states. By examining these cultural and contextual factors, our review not only identifies the geographical distribution of SE research but also provides insights into how cultural values and regulatory environments influence the adoption and evolution of SE practices. This deeper comprehension enhances our understanding of the SE's global dynamics and informs future research directions.

Table 4. List of contexts (Countries)

Country	No. of Articles	Country	No. of Articles
China	16	Denmark	1
USA	15	Pakistan	1
India	5	Philippines	1
Australia	3	Poland	1
Germany	3	Portugal	1
Italy	3	Russia	1
South Korea	3	Egypt	1
Turkey	3	Hong Kong	1
UK	3	Jamaica	1
Africa	2	Japan	1
Canada	2	Namibia	1
France	2	Spain	1
Ghana	2	Switzerland	1
Belgium	1	Taiwan	1
Brazil	1	Vietnam	1
Croatia	1		

Table 5. List of contexts (Platforms)

Platform	No. of Articles	Platform	No. of Articles
Airbnb	32	Homego	1
Uber	5	Kangaride	1
Web-based (Xiaozhu.com)	3	OLIO	1
Bolt (Taxify)	1	Online platforms	1
Couchsurfing	1	ReadDouban	1
Didi	1	Secondhand clothing	1
FreeCycle	1	Second-hand P2P platform	1
HomeAway	1	Web-based (Leboncoin.fr)	1
EKPT (Expedia.com, Kayak.com, Priceline.com, Travelocity.com)	1	Web-based (Vivastreet.fr)	1

Table 6. List of contexts (Industries and participants)

Industry	No. of Articles	Participants	No. of Articles
Hospitality and tourism	39	Consumer	26
Accommodation	6	Users	21
Car and ride sharing	5	Guests	11
Fashion	3	Both guests and hosts	3
Food	2	Drivers	2
Mobile	2	Host	2
E-book	1	Both consumers and providers	1
Pre-owned goods	1	Both drivers and passengers	1
Professional services	1		
Renting	1		
Shared parking	1		

Methods—In this paper, we discuss the various methods of data collection used by previous researchers in the SE field as well as the analysis techniques employed in their studies. Table 7 summarizes the data collection methods used in 92 articles. Surveys were the most commonly used method, with 76 articles utilizing this technique. Interviews were also conducted by researchers in six articles.

Table 7. Data collection methods

Data collection methods	No. of Articles
Survey	76
Interviews	6
Survey with interviews	6
Scenario	3
Online observational	1

Table 8 shows that data analysis was conducted using a variety of approaches, including mixed, experimental, multi-relational networks, and qualitative and quantitative methods. The quantitative approach was the most commonly used, with 67 votes, followed by Confirmatory Factor Analysis (CFA) with 11 votes, Partial Least Squares (PLS)–Structural Equation Modeling (SEM) with nine votes, Structural

Equation Modeling (SEM) with eight votes, and Fuzzy Set Qualitative Comparative Analysis (FSQCA) with eight votes.

Table 8. Data analysis methods in each approach

Approach	No. of Articles
Quantitative (e.g., SPSS, package ®, AMOS, FsQCA software, Lisrel, Python, Smart PLS, STATA, WarpPLS, XLSTAT)	67
Confirmatory Factor Analysis (CFA)	11
Partial Least Squares (PLS)–Structural Equation Modeling (SEM)	9
Structural Equation Modeling (SEM)	8
Fuzzy Set Qualitative Comparative Analysis (FsQCA)	8
Exploratory Factor Analysis (EFA)	4
Partial Least Squares Path	4
Partial Least Squares (PLS)	4
Analysis Of Covariance (ANCOVA)	3
Regression Analysis (Binary Logit Model)	3
PROCESS Macro	2
Covariance-Based Structural Equation Modeling	2
Difference-In-Differences (DID) Estimation	1
Linear Mixed Model (LMM)	1
Logistic Regression Model	1
Maximum Likelihood (ML) Estimation	1
Artificial Neural Network (ANN) Analysis	1
Poisson Regression Models	1
Qualitative Comparative Analysis (QCA)	1
Text Mining	1
Tobit Regression Model	1
Mixed method	9
Exploratory factor analysis	2
Partial Least Square Structural Equation Modeling (PLS–SEM)	2
Partial Least Squares Path Modeling (PLS–PM)	2
Structural equation modeling (SEM) and t-tests	1
The factorial survey design (“vignette analysis”)	1
Thematic content analysis and hierarchical multiple regression analyses	1
Experimental	3
Multivariate analysis of variance (MANOVA)	2
Analysis of variance (ANOVA)	1
Qualitative (e.g., NVivo software)	2
Text analysis	2
Multi-relational network (e.g., social network analyses, machine learning)	1
Social network analysis with machine learning	1

5.2. ADO framework-based review of the studies

We next discuss the ADO and how it relates to consumers' decisions to use SE services. We also examine antecedents' direct or indirect effects on the results. Table 9 presents a map showcasing the relationship between the ADO and 92 articles using the voting method proposed by Kahiya (2018).

Table 9. ADO relationship map in the context of SE

		Decision												Outcome						Total												
	Use/Stay	Adoption	Book	Continuous use	Participate	Purchase	Engagement	Switch	Trip-level assessment	Locals' friendliness	Subjective well-being	Social inclusion	Positive	No relationship	Negative																	
Antecedents	+ 0	- + 0	- + 0	- + 0	- + 0	- + 0	- + 0	- + 0	+ 0	- + 0	- + 0	- + 0	+	0	-																	
Actual supplier related (drivers) (4 constructs)							4						4	0	0																	
Actual supplier related (hosts) (20 constructs)	2	1	2			5							20	2	5																	
Destination related (12 constructs)	2	4	3						10	2	5	2	2	20	9																	
Economic related (9 constructs)	5	1	1		1	2	4						14	4	1																	
Environmental related (4 constructs)	2	1			1		1						5	2	1																	
Organizational related (provider) (8 constructs)	1		1				2	1	1	2			5	1	2																	
Political related (4 constructs)					1								0	0	4																	
Property related (15 constructs)	4	3	1					3					11	7	2																	
Social related (40 constructs)	23	8	1	2		11	2	1	2	2	4	5	1	4	2	1	3	1				2	2	2	2	2	2	54	24	4	4	
Technology related (platform) (35 constructs)	15	1	9			3	2	1	1	5	1	3	4	1	10	2	2	1	1										37	7	18	
Trust related (11 constructs)	5		1		1	7		3	2	1		2	1		7	3		1										24	6	4		
User related (40 constructs)	39	4	1	5		1	2	2	3	4	1	1	3		2	10	3	1	5									69	10	9		
Value related (11 constructs)	1		1			4		2											1									20	4	0		
Total	99	23	19	8	1	6	34	6	12	24	7	9	16	9	3	48	20	6	22	2	8							265	87	59		

+ = positive relationship. - = negative relationship. 0 = no relationship. n for antecedents, decisions, and outcomes = frequency of votes with which the association between constructs occurred as opposed to the number of articles

Antecedents—A total of 213 unique antecedents were obtained from 92 reviewed articles. Our empirical findings identify key factors driving sustained engagement in SE platforms, such as user satisfaction, trust, perceived value, and economic benefits. Additionally, we reveal how external factors like regulatory changes and market dynamics impact user engagement and platform sustainability. These findings contribute new empirical insights that are critical for understanding long-term user behavior in the SE.

The antecedents used in the reviewed studies are classified into 13 general categories: (1) Actual supplier-related (drivers) (4 constructs); (2) Actual supplier-related (hosts) (20 constructs); (3) Destination-related (12 constructs); (4) Economic-related (9 constructs); (5) Environmental-related (4 constructs); (6) Organizational-related (provider) (8 constructs); (7) Political-related (4 constructs); (8) Property-related (15 constructs); (9) Social-related (40 constructs); (10) Technology-related (platform) (35 constructs); (11) Trust-related (11 constructs); (12) User-related (40 constructs); and (13) Value-related (11 constructs). This section examines different antecedents and their influence on decisions and outcomes using the voting method proposed by Kahiya (2018).

Actual supplier-related (drivers)—The antecedents of the actual supplier (drivers) refer to the characteristics of the drivers that can affect car sharing. Four votes related to drivers have been discovered: their job autonomy, meaningful work, driving mode, and stress reduction. Overall, this section's antecedents positively affected engagement (four positive votes).

Actual supplier-related (hosts)—The actual provider (host) antecedents refer to the characteristics of hosts that can affect home sharing. In total, 20 antecedents related to the host were discovered: ease of operation, expectations of warmth, extra burden, flexibility, gender, helpful, host attributes, host profile, integrity, interpersonal relations, limited personal capacity, locus of causality, optimizing the use of resources, performance ambiguity, self-disclosure, service provider performance, settling the cost of living, showcasing a trendy character, source of recovery initiative, and work–life balance.

Overall, 20 votes had a positive effect on use/stay (two votes), book intention (five votes), purchase (five votes), and continued use (eight votes). In contrast, five negative votes were also found on use/stay

(two votes), book intention (one vote), and continued use (two votes). Factors such as extra burden, limited personal capacity, performance ambiguity, and service provider performance reported a negative impact.

Destination-related antecedents—Destination-related antecedents are related to the conditions and factors of the destination, which has shared accommodation and car and other SE services (Lim et al., 2021). In total, 12 antecedents were discovered related to the destination: market competition, physical risk, authenticity, availability of taxi services, COVID-19 infection rate, destination familiarity, destination safety, intra-destination traffic congestion, local authenticity, location benefits, transportation cost savings, and weak market demand. Two antecedents positively affect the use/stay of SE services in the destination. In contrast, market competition, physical risk, availability of taxi services, COVID-19 infection rate, and weak market demand hurt use, continued use, trip-level assessment, and destination-level assessment (nine negative votes).

Economic-related—Economic antecedents refer to customers' evaluation of the benefits offered compared to the cost of obtaining and using them (Tussyadiah & Pesonen, 2018). In general, nine antecedents were discovered: customer returns on investment, economic appeal, economic benefits, economic responsibility, economic utility, financial concerns, lodging price, monetary rewards, and monetization. Fourteen votes have a positive effect on use/stay (five votes), book intention (one vote), continued use (one vote), participation (one vote), purchase (two votes), and engagement (four votes). In contrast, a negative vote was discovered, expressing financial concerns' negative effect on use/stay.

Environmental-related—Environmental antecedents are related to the value of sustainability as a construct with economic, sociocultural, and environmental dimensions, and reflect consumers' evaluation of the impact that products and services have on the environment (Wang et al., 2019). Four antecedents were generally discovered: biospheric value orientation, contamination barriers, environmental benefit, and sustainability. There were five positive votes on use/stay (two votes), book intention (one vote), participation (one vote), and engagement (one vote). Moreover, contamination barriers hurt SE adoption.

Organizational-related (provider)—The organizational-related (service provider) antecedents show the specific authorities and responsibilities of the organization for the products/services that it provides to

clients. In general, eight organizational-related antecedents were discovered: environmental responsibility; fit between the parent brand and extended brand; image barriers (firm brand, firm country of origin, innovation category); market mediation; return liability; quality of parent brand; alignment of values; and quality of service providers. There are five positive votes on use/stay (one vote), purchase (two votes), and engagement (two votes). In contrast, image barriers and return liability are two factors that hurt SE adoption and purchase.

Political-related—Political antecedents represent the environmental forces that affect SE services and beyond. Four antecedents related to the political environment were extracted: economic animosity, government regulations, legal and regulatory issues, and war animosity. All four items hurt the continued use (one vote) and booking intention (three votes).

Property-related—Property antecedents capture the characteristics of the shared services that providers provide to end users seeking these services. A total of 15 constructs were found related to property: constraining descriptions include house rules (civilization, living conditions, personal activities, host management), amenities, charm, fleet variety, home benefits, host territoriality (accessibility, house rules, signs of ownership, intrusion), logos (price, occupancy, safety feature, place picture, star-rating), physical condition, satiation (amenity, decoration, service), service features, service level, special services, and style preference. There are 11 positive votes on use/recommend (four votes), booking intention (one vote), purchase (three votes), and switch (three votes). In contrast, there are two negative votes on use/stay and purchase—host territoriality and physical condition.

Social-related—Socially relevant antecedents refer to the behaviors that emerge when individuals are at the center of asset sharing. There are a total of 40 constructs related to this antecedent: altruistic motivation, biospheric belief, commitment, community social support, consumer need for prestige, egoistic belief, embarrassment, emotional solidarity (welcoming nature, emotional closeness, sympathetic understanding), electronic word of mouth, external influence, general reputation, identification, individual interaction (existence, timeliness, absolute text length, relative text length, similarity), interaction: online reply rate, acceptance rate, confirmation time), national cultural values (collectivism, power distance, uncertainty

avoidance, masculinity), peer influence, personal norm, reciprocity norm, sense of community, shared vision, shopping opportunities, social and community, social appeal, social aspects, social benefit, social connection, social esteem, social influence, social interaction, social network affinity, social network presence information, social norms, social responsibility, social risk, social ties, subjective norm (external influencer, peer influencer, word of mouth), trend affinity, trend orientation, type of review, and word of mouth.

Overall, 54 votes had a positive effect on use/stay (23 votes), adoption (two votes), book intention (11 votes), continued use (two votes), participation (four votes), purchase (four votes), engagement (three votes), switch (one vote), subjective well-being (two votes), and social inclusion (two votes). Four negative votes were also discovered, which include factors such as embarrassment, confirmation time, shopping opportunities, social risk, and trend orientation.

Technology-related (platform)—Platform-related antecedents reveal the characteristics of service-sharing platforms that can affect the facilitation of asset-sharing transactions between customers and providers. By reviewing the articles, 35 antecedents were extracted: perceived utility (convenience, availability, flexibility), application assessments, availability, compatibility barriers (usage patterns, social norms, previous experience, customer lifestyle), competence, complexity barriers (accessibility, transaction, understanding, usage), convenience, convenience risk, data vulnerability, enjoyment, ethos (ID verification, super host badge), information quality, insecurity, internet capability, IT quality, lodging information, loss of service quality, mobile device capability, online lodging reviews, P2P platform constraints, pathos (use of emotional word, use of social word), performance benefit, performance expectancy, performance risk, pickup and drop-off mode, platform recommendation, privacy/security, product information, quality (service quality, experience quality), reliability barriers (goods, self-service technology, other customers (interdependence), oneself), responsiveness information, risks, superior functionality, technology concerns (low perceived usefulness, low perceived ease of use, perceived social disapproval, perceived risk of usage), technology fit, and website usability.

Thirty-seven votes had a positive effect on use/stay (15 votes), book intention (two votes), continued use (five votes), participation (four votes), purchase (10 votes), and engagement (one vote). Among the factors mentioned above, 18 negative votes were extracted, mainly referring to the platform's limitations, customers' concerns regarding the security of their information, the low quality and poor performance of the platform, and its complexity for users.

Trust-related—Trust antecedents contain attributes that create trust in shared service exchanges. Eleven constructs related to trust were extracted by reviewing the articles: distrust in other users, platforms, and providers, host social identity information, host verification, interpersonal trust, listing trust, trust (integrity, benevolence, ability), and trust in the service provider, the platform, and the host. Twenty-four votes had a positive impact on use (five votes), book intention (seven votes), continued use (two votes), participation (two votes), purchase (seven votes), and engagement (one vote). Four negative votes were also extracted, which refer to users' lack of trust in the platform, providers, and other users.

User-related—User antecedents include customer characteristics that can affect asset-sharing transactions. Forty structures extracted from the review of articles in this section include attachment to hosts, attachment to platform, attitude (social appeal, economic appeal), awareness, awe, brand familiarity, brand perception, consumer ratings, consumer reflexivity, disinterest, ethical judgment, experience, familiarity, frequency of past stays (past host, past listing), guest issues, hedonic motivation (adventure, gratification, sharing, friend seeking), individual-related (competence regarding usage, consumption spillover), knowledge, lack of local experience, likability, memorability, novelty, optimal stimulation level, perceived behavioral control, perceived quality, perceived risks (security risk, privacy risk), personality traits (conscientiousness, neuroticism, extraversion, agreeableness, openness to new experience), purchasing habits, responsibility barriers (one's usage, others' usage), return sacrifice, satisfaction, self-efficacy, self-image congruence, sense of obligation, territoriality, transformation expectations (self, relational, hedonic, efficacy), unfamiliarity, utilitarian motivation (service experience, information acquisition, cost saving, resource efficiency), willingness to pay more, and willingness to sacrifice.

Sixty-nine votes had a positive impact on use/stay (39 votes), adoption (five votes), book intention (two votes), continued use (four votes), participation (three votes), purchase (10 votes), engagement (five votes), and switch (one vote). Nine negative votes were also discovered, often including the negative impact of users' disinterest, lack of local experience, and users' lack of familiarity with and knowledge about using the P2P platform.

Value-related—Value-related antecedents refer to the benefits and costs of exchanges in sharing properties. In total, 11 antecedents related to the value were discovered: green consumption values, economic value, emotional value, epistemic value, functional value, hedonic value, perceived value (cost-benefit, variety benefit, environmental benefit), price value, quality value, social value, and utilitarian value. There are 20 positive votes on use/stay (one vote), adoption (one vote), book intention (four votes), continued use (two votes), participation (one vote), purchase (five votes), engagement (one vote), switch (three votes), subjective well-being (one vote), and social inclusion (one vote).

Decisions—Decisions related to behavioral performance or non-performance directly respond to antecedents and pioneers of consequences (Paul & Benito, 2018). This review shows eight main decisions: use/stay, adoption, book, continuous use, participate, purchase, engagement, and switch. According to the reviewed literature, the antecedents and decisions first revolve around the users' decisions regarding shared accommodation (guests). Then, rideshare users were concentrated on, and use/stay and purchase received 141 and 74 votes, respectively. When users are considered, their respective antecedents seem to lead the way in shaping use/stay with 44 votes. This is followed by social antecedents with 32 votes, technology-related antecedents with 25 votes, destination-related antecedents with nine votes, property-related antecedents with eight votes, economic-related antecedents with seven votes, trust-related antecedents with six votes, host-related antecedents with five votes, environmental-related antecedents with three votes, and organizational-related and value-related antecedents with one vote each. A similar trend is observed for purchase.

The context influences the decisions and varies according to the users or SE service providers. Using a shared service like Zipcar or staying in a shared accommodation like Airbnb depends on users'

different motivations. Some users choose shared accommodation to save money, find affordable accommodation, meet new people, and gain new experiences (Hamari et al., 2016). Some users are also influenced by the positive or negative reviews of others, including family, friends, or other users in virtual networks, and decide to accept or not accept some SE platforms, such as e-book-sharing platforms (ReadDouban), which show when the user decides to start using the platform (Botsman & Rogers, 2010).

Booking shared accommodation or a trip with Uber is another user decision for SE services. Some users avoid booking shared accommodation for various reasons, including distrust in the host and platform, host gender, perceived risk, lack of local experience, and loss of service quality (Belk, 2014; Del Chiappa et al., 2021). The continuous use of users also shows that they are continuously satisfied with SE services and will use these platforms consistently over time. For example, some users continue to use Lyft for their daily commute due to its reliability, user-friendly interface, and effectiveness of feedback mechanisms (Lu et al., 2021; Möhlmann, 2015).

User participation is divided into active and passive participation. Some providers are actively involved in most SE platforms. This means that they share their facilities and assets at the same time to earn extra income, enjoyment, as well as non-economic, social, and epistemic benefits (offering a shared room or house on Airbnb and sharing a car on Turo) (Leick et al., 2024; Liang et al., 2021; Zhang et al., 2019). The meaning of purchasing here is that consumers tend to minimize costs and maximize benefits (Yang & Mattila, 2016). Accordingly, price value is critical in choosing an SE service (So et al., 2018). For example, host information, host–guest interaction, the experience of staying at an Airbnb accommodation, and the quality of services and amenities can affect users' purchases, as they base their overall evaluations on the price that they paid (Xu et al., 2021).

The user engagement and participation levels vary, including providing feedback and comments to platform providers (Belk, 2014). Some users believe that providing feedback and sharing their experiences can improve the quality of service and facilities of SE-based businesses (Li et al., 2023). The last decision of users is to switch from one P2P platform to another (Zervas et al., 2021). Price, service quality, and availability often motivate switching between SE platforms. For example, some users switched to Lyft for

their transportation needs after experiencing frequent delays and higher prices with traditional taxis (Yang et al., 2019).

Outcomes—Outcomes refer to evaluations after a behavioral performance or non-performance (Paul & Benito, 2018). Four primary sharing outcomes were extracted—locals' friendliness, subjective well-being, social inclusion, and trip-level assessment. Two categories of outcomes—which include trip-level evaluations that focus on specific travel experiences (e.g., Chen & Tsai, 2007), and destination-level evaluations, which include destination-related evaluations—are grouped under ride sharing. Social inclusion and well-being are also positive outcomes of sharing, which indicate the degree to which individual goals are met (Fremstad, 2017; Tussyadiah, 2016).

Destination-level assessments (Locals' friendliness)—Interactions between customers and providers are at the core of many aspects of SE (Böcker & Meelen, 2017). P2P settings are generally characterized by close and personal relationships between customers and providers (Yim et al., 2008). In shared accommodation, tourists can interact directly with the local community, including hosts and residents (Guttentag, 2015) and, hence, enjoy a sense of closeness and belonging (Liu & Mattila, 2017). Ride-sharing services also facilitate social interaction between drivers and tourists in a less institutionalized environment. Encouraging hosts and service providers to interact with SE platforms and provide feedback and reviews can positively impact local friendliness in addition to maintaining facilities and improving the quality of accommodation services, thereby creating positive experiences for travelers. Moreover, regular use of or staying in shared accommodation or SE services can strengthen guest interactions with local hosts and, thus, lead to cultural exchange and a sense of community (Tan et al., 2022a). Hence, the friendliness of locals is included as a destination-level outcome in this study.

Trip-level assessment—One of the primary outcomes in the travel-level assessment section is travel satisfaction. In addition to using dedicated tourist transportation (Thompson & Schofield, 2007), travelers can also use public transportation, which can lead to their satisfaction with the trip (Hasegawa, 2010; Thompson & Schofield, 2007). The value of travel is another necessary consequence of using ride-sharing services. The perceived value represents a person's evaluation of the perceived cost associated with the

product/service compared to the perceived benefits. Perceived value in ride-sharing includes monetary and non-monetary benefits, although cost savings are often cited as a critical reason for P2P usage (Schor, 2016). For example, users' experiences of booking SE services using related platforms allow them to set their tours based on individual preferences and budget limitations, increasing trip-level assessment through increased customization and selection (Tan et al., 2022a; Zervas et al., 2017). In addition, purchasing goods/services through SE platforms can increase the value and satisfaction of travel by providing unique and original experiences that may not be accessible through traditional channels (Eckhardt & Bardhi, 2015).

In the antecedents related to the destination, two factors—the availability of taxi services and the COVID-19 pandemic—hurt the trip-level assessment (two votes) and locals' friendliness (two votes). When taxis are available to tourists at the destination and for travel, a competition between taxis and ride-sharing services is created, and the availability of taxis acts as a substitute. Moreover, many ride-sharing drivers stopped working to prevent the spread of COVID-19 (Belezas & Daniel, 2024; Hossain, 2021), so fewer drivers are likely to be available for tourists to use these platforms (Dogru et al., 2024).

Subjective well-being—Since well-being reflects the subjective definition of the standard of living and the subjective evaluation of the level of personal happiness, it can be considered subjective well-being (Davlembayeva et al., 2020). Subjective well-being is also a complex concept that includes the level of satisfaction with life, work, relationships, the experience of mood, emotions, and other feelings (Diener et al., 2010). Users of the platforms feel socially engaged and experience greater subjective well-being. Burroughs and Rindfleisch (2002) stated that collectivist practices positively correlate with subjective well-being and show that users' perceived social participation leads to life satisfaction after using SE platforms. In addition, when users switch between SE platforms, they are looking for better value or high-quality services, which leads to an increase in their utility and, therefore, affects their subjective well-being. Ultimately, it increases satisfaction with their choices and experiences (Sundararajan, 2016). Furthermore, when users decide to adopt an SE platform, they are looking for cost savings and ease of access to goods/services, which also helps them to achieve their subjective well-being (Davlembayeva et al., 2020).

Social inclusion—Social inclusion happens when individuals at risk of social exclusion take the chance to live an entire social, cultural, and economic life and enjoy standard welfare and living standards (Huxley et al., 2012). When a person feels integrated with society at the legal (equal citizenship in society), economic (e.g., job availability), social (using public social services), and interpersonal (having family, friends, etc.) levels (Huxley et al., 2012), the SE promotes the integration of users into society by providing access to critical resources to achieve satisfactory living standards. Economically disadvantaged people need transportation, housing, or other affordable resources. Their continuous use of SE services can provide social inclusion by making shared facilities and assets available and effectively reducing social inequalities (Davlembayeva, 2020; Möhlmann, 2015). Moreover, by actively participating in SE activities, service providers such as hosts and property owners can encourage other people to interact with local communities and strengthen their sense of belonging and social inclusion (Belk, 2014). There are six positive votes on subjective well-being (three votes) and social inclusion (three votes), all of which are assigned to social value, reciprocity norms, and egoistic belief.

The TCM framework

The ADO framework

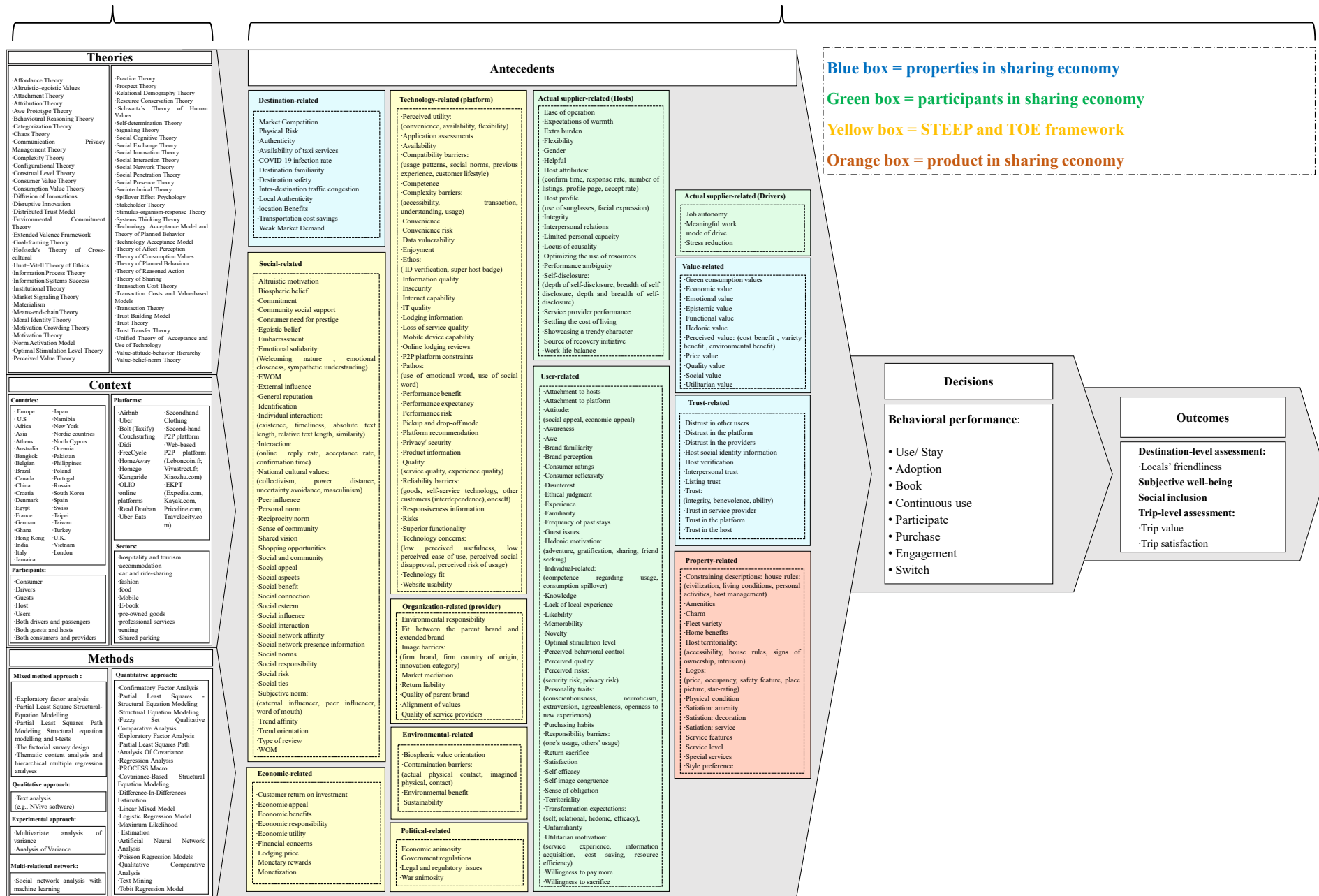


Figure 4. TCM–ADO frameworks in the literature on SE

6. Discussion and future directions

Through an in-depth review of the literature and the use of combined bibliometric methods and the ADO and TCM frameworks, we accomplished three significant exploratory components in developing the theoretical foundations of the SE as a scientific field. Through citation analysis, 10 highly cited articles were identified that shed light on important dimensions and issues within the field of the SE. We utilized the two frameworks mentioned to structure and organize the findings and relationships uncovered in previous research. Additionally, we employed the frameworks to arrange prior research and suggest avenues for future research, enabling researchers to replicate or uncover new discoveries.

The SE has antecedents, decisions, and outcomes, which can be seen in the framework of Figure 4. Several elements have gained significant attention in the literature, and researchers have conducted numerous studies on them. Some others need more research and serious attention, and, in this section, we discuss them in more detail, presented as future research directions in the form of questions (see Figure 5 and Table 10). Further research in the proposed fields is encouraged, with a particular emphasis on in-depth and detailed exploration that integrates theory, context, and methodology, as well as the antecedents and decisions. Such focused studies can provide a more comprehensive understanding of the sharing economy across diverse settings and contribute to the development of robust theoretical and practical insights.

Theory

As a field of research, SE scholars have been exploring numerous theories to advance its knowledge base. However, a recent systematic review has uncovered that many theories are irrelevant and fail to offer innovative viewpoints. This situation has prompted us to propose theoretical approaches to enhance the SE research such as the Extended Expectation Confirmation Theory (ECM), Similarity–attraction theory (SAT), Social Identity Theory, Prospect Theory, and Self-Determination Theory (SDT).

Extended Expectation Confirmation Theory (ECM)—This emphasizes the impact of consumers' decision-making process on their likelihood of repurchasing a product/service (Oliver, 1980). This theory is a

cognitive theory, which explains how people perceive satisfaction or dissatisfaction with a product or service. This perception is based on how useful they perceive the product to be and whether it confirms their expectations (Gupta et al., 2021). If they are satisfied, it leads to an intention to repurchase or continue using the product or service. The ECM model outperforms other technology adoption models because it considers factors such as satisfaction and confirmation (Veeramootoo et al., 2018), which are crucial in studying reactions after adoption (Bhattacharjee, 2001). The ECM model considers the user's satisfaction, confirmation, and perceived usefulness to predict whether they will continue using a product or service. This model focuses on the customer's expectations after their purchase rather than before. In this theory, the confirmation construct is based on how users perceive the benefits that they have received from a service compared to their initial expectations (Bhattacharjee, 2001).

Recent studies have used the ECM theory to better understand user satisfaction and how individuals adopt products and services (Hariguna et al., 2023; Lee et al., 2023; Sasono & Pramana, 2023). Research studies have confirmed the effectiveness of ECM in various contexts, such as online travel services (Choi et al., 2023), smart fitness wearables (Gupta et al., 2021), and mobile branded apps (Maduku & Thusi, 2023). The theory in question has been widely accepted and acknowledged by academics but has yet to be given the attention it deserves in the SE field. As such, it is highly recommended that future researchers thoroughly investigate this theory within the context of the SE. This would undoubtedly lead to a better understanding of its potential applications and benefits, which drive two research questions: (i) What factors influence user confirmation in the SE? Additionally, what are the antecedents and outcomes of user confirmation? (ii) Does a user's confirmation of P2P platforms correlate with their level of satisfaction?

Similarity–attraction theory (SAT)—This suggests that people tend to be more drawn towards individuals who share similar attitudes and beliefs (Byrne, 1971). The similarity is a fundamental concept that greatly influences social interactions. Positive interactions, cohesion, performance, liking, and perceived competence are all influenced by the similarity between individuals (Guéguen et al., 2011; Singh et al., 2015). Two levels of similarity can be analyzed: surface-level and deep-level (Kacmar et al., 2009).

“Surface-level similarity” or “demographic similarity” is when individuals share noticeable characteristics such as gender and ethnicity. “Deep-level similarity” or “attitudinal similarity” is when individuals share beliefs, attitudes, and opinions (Phillips et al., 2006). Tourism research indicates that similarity and dissimilarity significantly influence a traveler’s destination choice. Much of this research has examined whether cultural similarities between a tourist’s home country and an international destination increase the likelihood of travel to that destination (Wei et al., 2023). According to Kastenholz (2010), cultural distance may be attractive to some individuals while it may act as a barrier for others. According to the theory, tourists are likely to have a better impression of a destination if its environment aligns with their way of life. A closer match between the environment and the tourist’s norms and expectations reduces uncertainty and stress, making it easier for them to understand and adopt the expected behaviors (Wei et al., 2023). To this end, we propose two more research questions: (i) How do elements of perceived similarity (such as food, lifestyle, and language use) influence users’ intention to use SE services? (ii) How do tourists’ views of cultural similarity with geopolitical issues change over time?

Social Identity Theory—This focuses on members' understanding of belonging to a social group and the emotional meaning and value that group membership gives them (Miocevic & Mikulic, 2021). According to social identity theory, individuals in a society engage with each other in a certain manner to achieve their objectives. Therefore, social trust among the members of society has become a crucial element. This theory has also been utilized to explain the actions of members in online communities. Previous studies indicate that, when online community members perceive themselves as part of the same target group, they are more likely to engage in a target relationship (Bedue & Fritzsche, 2022; Jha & Jain, 2020; Ku et al., 2022; Zhou et al., 2021). According to social identity theory (Tajfel, 1979), interaction within a network-based community can lead to developing a social identity beyond personal identity. Groups may differ in physical or social behaviors and change over time (Mullen & Goethals, 1987). Further studies on types of SE should consider incorporating the temporal dimension. Additionally, according to group development in social

psychology, each group goes through five stages: forming, storming, norming, performing, and adjourning (Mullen & Goethals, 1987).

It is recommended that future research focuses on examining each group of SE users while also taking into account the stage of development that each group is at. This is important because different identities may be more prominent at different stages of the SE decision-making process (Hartl et al., 2020). As a result, the role of social identity may vary between the different stages of the process. We can expect future research to uncover different consumer values as factors in SE engagement as a function of group stage development and to further explain the social behavior of different groups. Future research is expected to address two questions related to the social identity theory: (i) What is the effect of social identity on the decision-making process of different groups at different stages of group development in SE interactions? (ii) What are the consumer values of different groups when interacting with the SE based on the stage of development?

Prospect Theory—This theory posits that the pain of losing something valuable is often greater than the pleasure of gaining something of equal value, which can lead consumers to make irrational decisions to avoid potential losses (Kahneman & Tversky, 1979). This tendency highlights how loss aversion can impact consumer behavior in decision-making contexts. According to the prospect theory, losing something valuable causes more pain than gaining something of equal value, which may lead consumers to make irrational decisions to avoid losses (Kahneman & Tversky, 1979). According to the prospect theory, the pain caused by a loss outweighs the joy caused by a gain of equal magnitude (Kahneman, 2003). This theory can be explored when receiving and providing SE services. Some SE receivers and people prefer to stay in their current homes or established hotels because they fear losing what they already have or taking a risk by moving to a new location. As a result, renting shared residences can be uncertain (Clark & Lisowski, 2017; Kreeger et al., 2021; Lin et al., 2024). The prospect theory suggests that perceived organizational environment and loss aversion impact the expected utility calculation for SE service providers (Barberis & Thaler, 2003). Strict entry regulations signal a deterrent institutional environment to potential SE entrants and incumbents in the market (Mosaad et al., 2023). Such a perception of the institutional environment and

a loss aversion attitude reduce individuals' expected utility from market entry. Established SE companies are more likely to leave the market, while new entrants might hesitate to join it due to regulatory concerns (Hong & Lee, 2020). Additionally, people's attitudes towards risk may be influenced by their experience and knowledge of following legal regulations. Therefore, to comprehend the effects of regulation on markets, it is essential to consider both short-term and long-term impacts (Chen et al., 2021).

Future research is expected to address questions related to the prospect theory: (i) What reasons make users switch from one SE platform to another based on the prospect theory? (ii) How can the level of uncertainty related to shared houses be reduced? (iii) How can the level of trust of users in using SE services be increased? (iv) How do regulatory concerns impact SE firms' decision making and how can these concerns be mitigated? (v) How can new SE industry entrants overcome discouraging regulatory perceptions and what factors influence their acceptance of regulatory risks? (vi) How does loss aversion influence decision make in the SE industry with varying legal knowledge and experience levels? (vii) What are the long-term effects of stricter regulations on the SE industry?

Self-Determination Theory (SDT)—This is a motivation theory that identifies factors that inspire new behavior and how it can be sustained (Ryan & Deci, 2000). Humans have three basic needs—autonomy, competence, and relatedness (Ryan & Deci, 2000)—and people develop a sense of self-determination based on how these needs are met (Hsieh & Chang, 2016). Self-determination strongly predicts behavior (Hagger, 2009; Ryan et al., 2006; Webb et al., 2013), so understanding how new behaviors are encouraged and maintained through different motivators is important. Scholars of the SE have pointed out that self-motivation is an early indicator of participation in the SE (Yakin et al., 2017). Intrinsic and extrinsic motivators are important in SE communities (Hou et al., 2023). Extrinsic incentives such as cash prizes can enhance participation behavior, while gaining respect and a positive image can encourage participation (Blumenthal et al., 2024; Lin et al., 2023; Teng et al., 2023). Intrinsic motivators like enjoyment and sustainability drive participation (Huang et al., 2023; Rossmannek & Chen, 2023).

There is limited understanding of how intrinsic and extrinsic motivations affect role-switching in the SE, and how these motivations influence users to continue using SE platforms is currently unknown. This

information is crucial for businesses to engage with their users in a way that meets their intrinsic and extrinsic needs, which may lead to continued and exclusive use of the platform (Lang et al., 2022). Understanding why users switch between consumers and providers in the SE is crucial for firms. It allows users to become providers and offer their services to others (Ertz et al., 2018; Kumar et al., 2018). Therefore, understanding this process better can help firms to engage with users more effectively, resulting in a balance between consumers and providers in the SE. Future research is expected to address four questions: (i) How do intrinsic and extrinsic motivations influence role-switching in the SE? (ii) What factors drive users to keep using SE platforms? (iii) How can businesses engage users to encourage exclusive platform use? (iv) What are the advantages and disadvantages of switching between consumers and providers in the SE?

Context

The research has disclosed that the SE has been extensively studied in diverse fields. However, previous research was restricted to specific areas, leading to an uneven distribution of knowledge. To expand the scientific comprehension of the SE, researchers need to delve into new areas such as various societies, platforms, industries, and participants in upcoming studies.

Various societies—The latest research has revealed that most experimental studies on the SE were conducted in China and America. It is crucial to investigate the SE as a distinct field in non-Western settings due to its susceptibility to cultural, technological, and economic conditions. Future research should consider narrowing the focus to emerging markets or specific regions that have not been extensively covered in recent reviews. This will provide a fresh perspective and highlight unique challenges and opportunities within these contexts. Studying various societies will help us to comprehend the underlying antecedents, decisions, and outcomes. In order to make future research into the SE more relevant, it is important to consider cultural and ethnic differences, variations in technological infrastructure across societies, and differences in consumer values. Therefore, we suggest four additional research questions: (i) Do ICT infrastructures moderate the relationships between antecedents, decisions, and outcomes in the SE and, if

so, how? (ii) Can cultural factors impact how consumers utilize the SE services? If so, how? (iii) How do service providers deal with user cultural and value differences? (iv) How do political factors of different societies affect the SE products and services?

Platforms—The reviewed studies primarily centered around Airbnb as a platform for sharing homes. As each platform has its unique history and characteristics, it would benefit future research to replicate and expand upon these studies to include other platforms. Further research could delve into people's symbolic interpretations of various SE brands. The knowledge obtained from such analyses can be utilized for brand benchmarking to establish a competitive edge. Another potential direction is to concentrate on particular platforms or sectors within the SE that have seen significant recent developments or disruptions. For example, we could explore niche areas such as peer-to-peer lending, specific types of accommodation sharing, or innovative mobility solutions. In order to gain a better understanding of the context in future research on the SE, it may be valuable to explore the effects of antecedents on behavior using different platforms. As such, we suggest additional research questions: (i) How do brands impact the perceptions of both users and primary providers? (ii) Is it possible for brands to increase trust among SE participants?

Industries—These vary in their structure and nature. Nowadays, the SE has given rise to a diverse array of businesses, including banking, clothing, food, healthcare, and more. Every business has its unique business model, which entails a distinct value proposition, customer base, communication channels, and platforms. It is essential for every business, across all industries, to cater to the unique requirements of its customers. Based on surveys, SE studies primarily concentrate on the hospitality and tourism sector. To enhance the comprehension of the SE context in future research, extending some of these studies to other industries is recommended. This could involve examining the impact of antecedents on usage behavior in alternative industries. As a result, we suggest two research questions: (i) Are the relationships between the antecedents, results, and outputs discussed in this study applicable to industries such as banking, clothing, food, and health? If so, what is the strength and direction of these connections? (ii) What other constructs exist in industries such as banking, clothing, food, and health in the field of the SE?

Participants—The SE relies heavily on its participants, who are a crucial component of the system. While many surveys focus on the demand side, there is a lack of research that explores the supplier's perspective or compares both the supply and demand sides. It is essential to study the behavior of both consumers and providers because, without suppliers, demand would be meaningless—and vice versa. In future studies, it is essential to thoroughly examine the reasons and hindrances behind the participation of primary providers, such as drivers and hosts. It is equally crucial to explore the motivations for and barriers to provider businesses, which have been overlooked in earlier research. Local government policies may impact how businesses participate on P2P platforms. As a result, we suggest three research questions: (i) Do primary providers and consumers of SE services have different motivations and barriers? If so, what are they? (ii) How do government policies impact the level and method of involvement of provider businesses? (iii) Are trust and security concerns a barrier for providers using the SE?

Methodology

Researchers have utilized various methods to explore different aspects of the SE. The most commonly used methodologies are quantitative approaches, survey methods, and confirmatory factor analysis. After reviewing various methods such as Sentiment Analysis, Machine Learning (ML), Longitudinal Studies, and Experimental Studies for SE research, we believe that new approaches are necessary to provide future researchers with more resources to obtain extensive and detailed insights into the SE:

Sentiment Analysis—Sentiment analysis extracts opinions and emotions from written language (Lombardo et al., 2019) and identifies positive, negative, or neutral attitudes toward products, subjects, or services (Agüero-Torales et al., 2019; Salur et al., 2020). It is used in healthcare, films, products, politics, and more (Dashtipour et al., 2021; Ibrahim et al., 2022; Kastrati et al., 2021). Sentiment analysis is a valuable tool for obtaining insights into public opinion on topics of interest (Kastrati et al., 2021; Xu et al., 2022). The SE has three pillars—providers, receivers, and platforms (Akbari et al., 2022b). Sentiment analysis discovers customers' voices and helps providers to improve relations and quality. It includes perceptions,

complaints, expectations, and hopes for innovative services in the SE (Chang & Wang, 2020). Sentiments and risks are linked, which can influence decision making. Researchers can focus on the relationship between consumers and providers to enhance the quality of service. Sentiment analysis can be extended to recognize human emotions, generating more insights through multidisciplinary research (Chang & Wang, 2020).

Machine Learning (ML)— This is an application of artificial intelligence that allows machines to learn from their environment and use that knowledge to make better decisions (Wu, 2020). ML is based on the idea that machines can learn and adapt through past experiences (Thompson et al., 2020). Because of these advantages, SE companies have widely adopted machine learning to solve critical business problems (Basukie et al., 2020; Chen et al., 2021). As the SE continues to grow, companies find it increasingly challenging to operate efficiently while providing high-quality service to their users (Barari et al., 2023; Chen et al., 2021). Fortunately, AI allows companies to improve their services and enhance their competitive capabilities (Leong et al., 2024). Leading companies like Airbnb and Uber are utilizing AI to remain competitive, and there is enormous potential for further exploration of AI in the future (Ghosh et al., 2023; Taiebat et al., 2022). ML, deep learning (DL), and other AI tools have been applied to the core processes of SE platforms, including seller and buyer matching, pricing, conversation, and increasing trustworthiness (Reshetilo, 2018).

Longitudinal Studies—These are valuable tools for researchers who want to observe changes in a variable or variables over time or in a group of studied people (Jennings, 2005). These studies can be used to track changes in users' attitudes and behaviors toward SE platforms and identify the key factors that drive these changes (Laudien & Fernandez, 2023). In addition, conducting longitudinal studies across different fields can help us to comprehend the long-term developments such as the co-evolution of SE fields. Such studies could reveal how dominant logics trigger certain stages of a field's evolution, such as the increased commercialization of sharing. Pursuing this research direction would also require analyzing the impact of a specific logic on why, how, and in what direction a market changes (Mair & Reischauer, 2017).

Longitudinal studies could also be useful for researching the evolution and convergence of peer-to-peer and integrated platforms in the SE (Akbar & Tracogna, 2018).

Experimental Studies—These rely on a controlled field experiment (Jennings, 2005). In these studies, controlled experiments are conducted by pairing two or more individuals who share all relevant personal characteristics except those assumed to lead to any form of discrimination (Cai et al., 2022). This type of testing can cover specific areas of social life where discrimination may occur, such as the labor market, housing, the services sector, and the SE (Fioravanti et al., 2022). The treatment that they receive and the outcomes that they achieve are closely observed, documented, and analyzed to determine whether there are any patterns of differential treatment based on the traits defined in anti-discrimination laws, such as ethnicity, race or national origin, gender, or age (Gerber & Green, 2012). Experimental research often employs a commonly used method to test human behavior, including examining prosocial or discriminatory activities (Ert & Fleischer, 2016). In the SE, researchers could conduct future experimental research by investigating a specific and globally recognized P2P platform. Experimental studies are also required to manipulate various platform design features, such as interface layout and pricing mechanisms, to assess their impact on users' decision-making and behavioral intentions (Banerjee et al., 2022).

Antecedents and Decisions

The choice to utilize the SE will vary depending on the aforementioned contexts. Notably, each generation, millennials included, possesses distinct behavioral values and lifestyles that significantly influence their outlook on the SE. These attitudes and beliefs greatly impact how they view and interact with the SE (Lee, 2020; Papagiannidis & Davlembayeva, 2022). Future research needs to consider the differences in generations and the varying expectations that individuals have regarding consumerism. Additionally, it can be insightful to compare the expectations and perceptions of individuals regarding countries with collectivist cultures (such as Asian countries) to those with individualistic cultures (such as the United States) at a broader level (Hallem et al., 2021; Juric et al., 2021). The perception of certain attributes, like price value, price perception, and price sensitivity, can differ across countries due to variations in socio-

economic and infrastructural development (Davlembayeva et al., 2020; Papagiannidis & Davlembayeva, 2022). Social norms and beliefs can shape our expectations of what makes for an enjoyable and sustainable aesthetic experience. These cultural differences can also influence our perceptions of entertainment. Research has indicated that individuals' prior experiences can influence their attitudes toward the SE. In future studies, it may be useful to compare the attitudes towards the SE of those with prior experience with those without. Additionally, concepts like the frequency and recency of past behavior, borrowed from effort theory (Malecka et al., 2022), can potentially serve as important predictors of intent to use the SE in future studies. Further investigation is necessary to explore the function of customers utilizing appropriate tools to identify and distinguish their role. It is also important to investigate variations in motivations among the three user categories—service providers, consumers, and prosumers (Oliveira et al., 2022). Furthermore, the concept of trust can be expanded to evaluate the varying degrees of trust among platform users regarding their trust in the platform providers and the ride providers (such as drivers) (Lu et al., 2021; Ruiz-Alba et al., 2022). How customers interact with service providers can impact their likelihood of continuing to use their services in the SE. As part of the analysis of the decision section, it has been observed that the SE has moved past the initial adoption stage. As a result, it is now crucial to delve into other structures such as post-adoption, continuous usage, multi-platform utilization, and platform switching. Table 10 provides a comprehensive overview of the future research questions.

Table 10. Future research directions

Themes	Research questions	Related literature
Consumer characteristics	- Are there significant consumer behavior and decision-making differences between peer-to-peer accommodation platforms and traditional hotels? - How do different demographic groups (e.g., age, gender, income) utilize and interact with different accommodation platforms? - What are the most effective marketing strategies for peer-to-peer accommodation platforms and traditional hotels?	Godovykh et al. (2023)
Consumers' misbehavior	- What are consumers' and employees' most common misbehavior in the peer-to-peer economy? - How do types of misbehavior differ across different types of peer-to-peer platforms (e.g., ride-sharing vs. home-sharing)? - How do misbehavior incidents impact the reputation and trustworthiness of peer-to-peer platforms, and how can platforms mitigate these effects?	Cao et al. (2022), Chatterjee et al. (2022), Rana et al. (2023)

	What legal and ethical considerations should be considered when designing policies and procedures to address misbehavior in the peer-to-peer economy?	
Time	How might the time factor affect people's participation in the SE?	Zhang et al. (2019)
Host–Guest interactions	- Do host–guest offline interactions lead to increased customer loyalty and repeat bookings? - How does the quality of offline host–guest interactions in shared homes affect customer satisfaction and repeat bookings? - Can artificial intelligence be used to improve the quality and effectiveness of offline host–guest interactions?	Tamilmani et al. (2022), Wu et al. (2021)
eWOM	- Does the content of consumers' text comments affect the usage behavior of other SE users? - Does eWOM moderate the relationship between user satisfaction and continued use of the SE? - Does eWOM directly affect the continued use of SE? - What is the effect of eWOM on perceived value?	Al-Omoush et al. (2022), Xu et al. (2021)
Demographic characteristics	- Are the demographic characteristics such as the age, gender, and race of the host effective in the booking of shared accommodation by guests? - Do different host characteristics affect guests' perceived trust and booking intention?	Park and Tussyadiah (2020)
Perceived quality	- Are different dimensions of service quality (such as tangibility, reliability, and responsiveness) effective in improving behavioral performance, such as user engagement? - What is the effect of the characteristics of shared and smart accommodation services on customers' evaluations of overall service quality? - What is the relationship between perceived quality and SE brand reputation? - How does perceived quality impact SE user experience, leading to user engagement? - What effect does perceived quality have on users' behavioral intentions? - What effect does perceived quality have on user satisfaction?	Papagiannidis and Davlembayeva (2022),
Supply-side intentions	- What are the views of online platform hosts and managers to improve the accessibility of disabled tourists to peer-to-peer accommodation? - What innovative facilities can be identified to improve the access, mobility, and quality of services for travelers with orthopedic disabilities in the context of P2P accommodation? - What barriers and challenges do hosts and managers of online platforms face in promoting equal access for disabled tourists to P2P accommodation, and how can these be overcome?	Olya et al. (2018)
Social interaction	Are extroverts energized by social interaction more likely than introverts to use SE platforms?	Mai et al. (2020)
Customer recovery	- Does failure to meet expectations affect customer satisfaction and loyalty? - How effective are different service recovery strategies (e.g., refunds, discounts, apologies) in restoring customer satisfaction? - How do cultural and demographic factors affect customer expectations of service quality and recovery efforts?	Kim et al. (2022)

Perceived value	- How does perceived value change over time and how does it impact revisit intention and customer loyalty towards SE? - How do customers' perceptions of value differ across different demographics, such as age, gender, and income? - What role do customer reviews and ratings play in shaping perceived value and driving revisit intention and customer loyalty towards the SE? - How do different generations' behaviors, values, and lifestyles affect participation in the SE? - What are the long-term effects of perceived values, such as commitment, on the growth of SE services? - How do perceived values impact SE services' continued use? - How can SE services effectively target and appeal to consumers with different values? - How can SE services leverage perceived values to increase customer loyalty and retention?	Baek and Oh (2021), Małecka et al. (2022), Tajeddini et al. (2022)
Perspectives	- What is the relationship between generational perspectives and behavioral performance such as SE adoption? - Do younger generations tend to use social media platforms more frequently than older generations?	
Commitment	- What is the relationship between SE user commitment and co-creation value? - Does the SE users' commitment directly affect their adoption? - How does the SE users' commitment impact their behavioral intention? - Does the SE users' commitment affect WOM and eWOM?	Baek and Oh (2021), Delgosha and Hajiheydari (2020)
Reputation and brand image	- What is the relationship between SE brand reputation and value co-creation? - What is the effect of SE brand image on user satisfaction?	Lu et al. (2021)
Culture	- Do people from collectivist cultures have different expectations for SE services than individuals from individualistic cultures? - Are any specific cultural factors significantly impacting consumers' trust in the SE? - How can SE businesses adapt their trust-building strategies to different cultural contexts? - What are the cross-cultural differences in propensities to trust in the SE? - Can the cultural factors that influence trust in the SE be generalized to other online platforms and services? - How do cultural variations in trust affect the adoption and success of SE platforms in different countries? - What role do cultural norms and values play in shaping consumers' trust in the SE? - What are the implications of cross-cultural differences in trust for global SE businesses? - What are the similarities and differences in hosts' attitudes and behavioral intentions in Western and Eastern countries?	Akhmedova et al. (2021), Hallem et al. (2021), Shang et al. (2023), Juric et al. (2021), Davlembayeva et al. (2020)
Expectations	- What is the impact of SE users' expectations on their satisfaction? - What are the factors that affect the expectations of various SE users? - Do users and providers of SE services have different expectations from each other?	Małecka et al. (2022), Niu et al. (2021)

Experience	- Can user experience of hotels play a role in driving consumers towards P2P accommodation? - What is the impact of SE users' experience on perceived value? - What is the impact of SE users' experience on value co-creation? - What is the impact of SE users' experience on customer engagement?	Dabija et al. (2023), Małecka et al. (2022), Niu et al. (2021)
Loyalty	- What is the relationship between users' loyalty and their satisfaction with SE services? - What is the effect of user loyalty on behavioral intention?	Belhadi et al. (2023), Juric et al. (2021), Niu et al. (2021)
Enjoyment	- What is the relationship between users' perceived enjoyment and cognitive response? - How does users' perceived enjoyment affect the reuse intention of SE services? - What effect does perceived enjoyment have on perceived usefulness? - What effect does perceived enjoyment have on perceived ease of use? - What is the relationship between perceived enjoyment and the attitudes of SE users? - Does perceived enjoyment directly affect SE adoption?	Kowalczyk et al. (2021), Małecka et al. (2022), Mehra et al. (2022), Tumaku et al. (2023)
Price	- How does an increase in the price of SE services impact people's behavioral intention towards using them? - How does price sensitivity impact consumer behavior when using SE platforms regularly? - What is the relationship between SE service price value and perceived usefulness?	Lu et al. (2021), Mehra et al. (2022), Davlembayeva et al. (2020), Liu et al. (2023), Dabija et al. (2023), Davlembayeva et al. (2020)
Satisfaction	- How does user satisfaction of SE services affect electronic word of mouth? - How does user satisfaction of SE services affect the co-creation value? - How does user satisfaction affect user engagement in SE services?	Juric et al. (2021), Ruiz-Alba et al. (2021)
Social aspect	- What effect does social capital have on the behavior of individuals utilizing SE services? - Can effective interaction with providers lead to a better understanding of their behavioral goals? - How does the social value affect the behavior of users?	Belezas and Daniel (2023), Davlembayeva et al. (2020), Hallem et al. (2021), Zhang et al. (2023)
Technological aspect	- How do technological developments affect the continued use of SE? - Can a person's familiarity with technology impact their level of trust in it? - How does website effectiveness affect user engagement with SE platforms and subjective well-being as an output? - What is the relationship between the capabilities of a platform and users' perception of the SE?	Califf et al. (2020), Dixit et al. (2022), Lu et al. (2021), Ruiz-Alba et al. (2022)
Simultaneous Use/ Switch	- What factors affect users' simultaneous use of several P2P platforms? - What factors cause users to switch from one platform to another? - Why would consumers consider switching from peer-to-peer accommodation to hotels? - Why do users switch between different types of peer-to-peer platforms in the same context?	Belezas and Daniel (2023), Li et al. (2021), Lu et al. (2021), Ofori et al. (2022), Oliveira et al. (2022), Califf et al. (2020)

Trust	Does the level of trust in platform designers and actual suppliers (such as ride-hailing drivers) affect value co-creation in the SE context?	Glaveli (2021), Leroux and Pupion (2022), Lu et al. (2021), Song et al. (2023), Ruiz-Alba et al. (2022)
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To understand the future directions for SE research in greater depth, this section uses the author's keywords as input to generate a strategic graph with influence and centrality as the y-axis and x-axis (Cobo et al., 2011a, b), respectively, using the simple centering algorithm in R packages (Coulter et al., 1998). Centrality reflects the importance of topics, and influence refers to the development and influence of topics in this context. The graphical representation of the strategic diagram is divided into four quadrants using the typology defined by Cahlik (2000) in Figure 5.

Keywords appearing in the upper right quadrant are the main topics with high centrality (importance) and influence. The keywords in this quadrant—i.e., “host–guest interaction”, “sharing accommodation”, “perceived risk”, “COVID-19”, “P2P accommodation”, and “continuous intention”—are well-developed and serve as fundamental insights into the SE. The findings are consistent with the researchers' studies because most of the studies have focused on shared accommodation and the Uber platform, and often in Western countries, so it is suggested that future studies focus on adopting other P2P platforms in other countries (Juric et al., 2021). Furthermore, the keywords show the fundamental importance of the limitations of SE adoption, including the risks and the emergence of the COVID-19 pandemic. Most of the studies focus on the factors affecting SE adoption, which suggests that researchers also look into the dark sides of the SE (Chatterjee et al., 2022; Rana et al., 2023). In addition to the above, and according to the background of the research, it is necessary to investigate the construction of “continuous intention” due to its centrality (importance) and high impact. Because SE platforms have been adopted, the new problem is to discover reasons for users' continued use or simultaneous use of several similar platforms (Califf et al., 2020; Li et al., 2021; Lu et al., 2021; Ofori et al., 2022; Oliveira et al., 2022).

Keywords in the lower right quadrant are topics with high centrality but low impact. The keywords of this quarter—that is, “complexity theory”, “Airbnb”, “trust”, “customer loyalty”, and “theory of planned

behavior”—are essential in the field of the SE. However, they are not developed to the required extent. For example, different levels of trust (trust in the platform, providers, and the leading providers (such as the host or the actual driver) (Glaveli, 2021; Leroux & Pupion, 2022; Lu et al., 2021; Ruiz-Alba et al., 2022; Song et al., 2023) and customer loyalty (Belhadi et al., 2023; Juric et al., 2021; Zhang et al., 2023) need more attention and development. Therefore, future research would probably do well to use the concepts provided by these keywords to enable new research.

Keywords in the upper left quadrant are specific topics with low centrality but high impact. The keywords in this quadrant—namely, “economic benefit”, “perceived enjoyment”, “social interaction” (Zhang et al., 2023), “trust beliefs” (Song et al., 2023), and “interpersonal trust”—represent topics that are well-developed and have a substantial impact on the field. However, they remain subtopics rather than core topics. Future research in these areas will likely be fruitful due to their potential impact on the field.

Keywords in the lower left quadrant are known as emerging topics due to their low centrality and low influence. The keywords of this quadrant— “information disclosure” and “IT-enabled sharing economy”—show potential areas of research that would benefit from new and innovative ideas. Xu et al. (2021) defined information disclosure as the joint actions of the platform, providers, or consumers to disclose product, service, or provider information through the online platform. Information disclosure can be further examined from the four aspects of information content, source, presentation format, and amount of information (Xu et al., 2021).

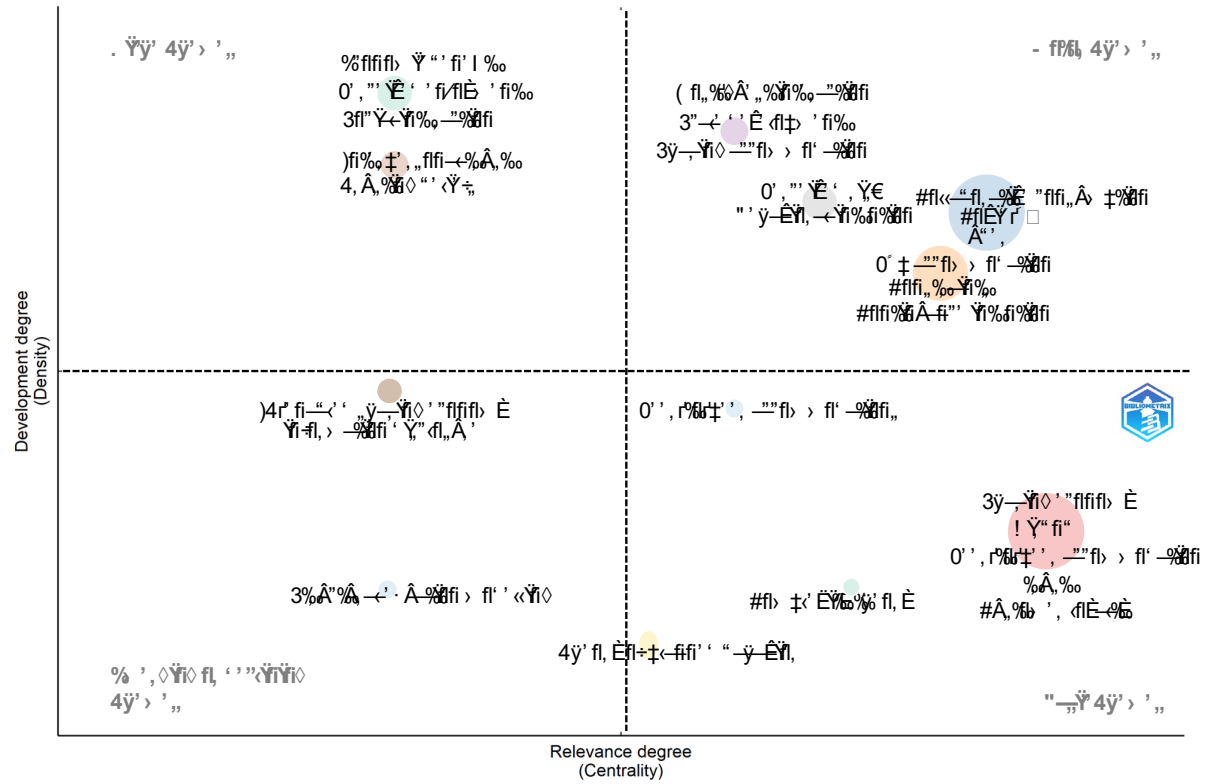


Figure 5. Strategic diagram of SE research

7. Implications of the study

This particular research has significant relevance for a wide range of stakeholders involved in SE, including *the academic community, practitioners, business owners, platform designers, marketers, managers of manufacturing companies, users, and government*. We further explain the implications of our work for the main stakeholders involved.

This agenda can benefit the *academic community*, including the various concepts and dimensions of the SE that previous researchers have explored. It also contains valid starting points for future research. The results of this research can be useful for new scholars and PhD students looking for a conceptual understanding and a quick review of the literature background of this field to the present day.

Practitioners can also benefit from the present research. An SLR is always a good starting point to get into the field. For *business owners*, a recommended starting point is to change strategy. The SE-based organizations seriously threaten traditional businesses, particularly those selling or renting goods and services. Therefore, traditional business managers must keep themselves updated about the industry's latest developments and the emergence of new SE-based organizations. This way, they can create strategies and maintain their current position while gaining a competitive edge that will help them preserve their market share. Moreover, these organizations must align themselves with the values of consumers and users and demonstrate responsibility towards environmental issues if they wish to survive and thrive in the long run.

Based on our analysis, we offer practical recommendations for SE platform managers. These include enhancing trust-building measures, improving service quality, and adapting to regulatory environments. Our study provides actionable insights that can help platform managers develop effective user retention strategies, directly addressing the operational challenges faced by SE businesses.

For *platform designers*, improving the user interface and making it more user-friendly is necessary to increase the effectiveness of sharing platforms. To achieve this goal, designers must incorporate pervasive access control mechanisms to alleviate user concerns about security, privacy, and trust. For example, providing more accurate information from service providers and receivers can establish trust between both parties. Platforms should also be designed to be compatible with various smartphones to

ensure that users can access them from anywhere. In addition, designers should implement and facilitate feedback mechanisms in sharing platforms for more user interaction with service providers because, with more user interaction and feedback, business-related deficiencies and problems are identified. By fixing them, the satisfaction of previous users will increase and new users will be attracted.

Marketers can also offer incentives in the form of discount codes to users to encourage increased use of sharing platforms and to earn more money for SE organizations, which is a great strategy. Marketers can use effective marketing strategies to reach a wider audience. This can include targeted advertising campaigns, social media outreach, and partnerships with influencers or other brands. By implementing these tactics, sharing platforms can attract more users and increase revenue while providing a better user experience.

Managers of manufacturing companies can also use the SE because they can share resources between industrial units and production systems. One of the main challenges that managers face in business is the limitation of resources and how to use them better. Product managers have resources such as capital, labor, land, materials, energy, machinery, and production equipment. The existence of some economic problems leads to the reduction or inactivation of production capacities in production systems and the loss of resources, which, ultimately, leads to a decrease in profitability. The unused capacities of manufacturing companies cause national capital to be used improperly, and the productivity of industries generally decreases. Therefore, according to the concept of the SE, managers have understood its application to use resources through sharing better and ultimately improve productivity.

For *individuals/users*, it can be the acceptance of the SE as a new consumption paradigm because the SE provides more benefits to the low-income community by sharing assets, providing access to goods at a lower cost to different individuals, improving their livelihoods, and targeting a series of social needs. Therefore, another implication of this research for society or potential users of the SE is their awareness of economic recession, and increasing environmental, social, and ethical concerns, which can be an opportunity for people to more easily accept the SE as a new consumption paradigm.

For *governments*, developing incentive policies and regulations to support SE businesses to ensure sustainability and positive results for society, the economy, and the environment is one of the implications of this research. One effective strategy for encouraging growth within the SE market is for city governments to offer incentives and implement facilitative policies. Doing so will encourage more companies to enter the SE market, leading to increased competition and improved quality of shared goods and services. This, in turn, will contribute to greater customization and motivation among service providers and receivers alike.

Sharing economy business models, supported by well-designed policies, hold transformative potential across sectors such as transportation, housing, healthcare, and finance. Each SE model—whether Access-Based, Marketplace, or an On-Demand Service Provider—offers unique opportunities for consumer engagement, resource efficiency, and policy innovation. In transportation, access-based models like car-sharing services (e.g., Zipcar) leverage surplus vehicle capacity, allowing users to access vehicles as needed instead of owning them, thereby reducing individual costs and environmental impact. Providers can enhance the user experience by optimizing vehicle availability through data analytics, educating consumers on the benefits of usage over ownership, and establishing clear, usage-based pricing structures. Policymakers can support these efforts by setting safety and insurance standards, promoting electric vehicle adoption, and offering incentives to reduce carbon footprints. Marketplace models such as Airbnb, allow property owners to rent out spaces temporarily, meet short-term accommodation needs and promote resource sharing. These platforms benefit from strong verification systems and secure payment options to foster trust. Policymakers can establish regulations for zoning, safety, and taxation, as well as set limits on rental days to prevent adverse effects on local housing availability. These measures aim to balance SE housing platform growth with community interests and housing market stability.

In healthcare, on-demand service provider models like telemedicine platforms (e.g., Doctor on Demand) increase accessibility, particularly for underserved populations. Practitioners should ensure reliable connections, high service standards, and strong privacy protections. Policymakers play a crucial role by enforcing data privacy and security standards, such as HIPAA compliance, promoting data encryption, and supporting robust user authentication to protect patient information. The finance sector also

benefits from marketplace models, such as peer-to-peer lending and crowdfunding platforms (e.g., LendingClub and GoFundMe), which democratize access to funding. Success in these models depends on transparency, robust fraud detection, and clear, accessible terms. Practitioners should prioritize user-friendly interfaces, verification mechanisms, and clear disclosure of terms. Regulatory support, including guidelines on interest rates and sustainability incentives, can protect users and encourage responsible financial practices. To foster a secure and sustainable SE landscape across sectors, policies should aim to establish clear regulatory frameworks that ensure safety, transparency, and consumer protection. Trust-building mechanisms—such as user verification, secure payment methods, and feedback systems—are essential for fostering confidence and encouraging long-term engagement with platforms. Collaboration between SE platforms and governments, including third-party audits and cybersecurity standards, can further enhance security and data privacy. Aligning platform practices with supportive policies enables SE business models to drive sustainable growth while promoting trust and inclusivity in the digital economy.

Future research should focus on under-researched geographical contexts, such as emerging markets where SE adoption is growing but regulatory frameworks may be lacking. Additionally, sectors like healthcare and finance, which face unique privacy and security challenges, could benefit from studies exploring best practices in data protection and user trust mechanisms. By prioritizing these areas, future research can address critical gaps and provide a foundation for sustainable SE growth worldwide.

The SE requires a careful blend of social and industrial policies, including information gathering, logistics, infrastructure, information technology, assets, and business. The responsibility for ensuring that the relationship between society and industry is nurtured and maintained also falls on the shoulders of governments. The SE recognizes that private and public organizations offer a conducive environment for utilizing each other's work, fostering a shared culture and capacity. Governments, industry, and society can significantly improve living standards and opportunities for disadvantaged individuals by working together. The impacts of such a collaboration would be far-reaching, with the potential to create a more equitable society where everyone has access to resources, opportunities, and a better quality of life. As such, we must

continue to support and invest in the SE as it holds the key to achieving a brighter and more prosperous future for all.

8. Conclusion

This paper systematically reviewed the literature using the ADO and TCM frameworks to examine the current state of the sharing economy (SE) regarding consumer usage behavior based on three key objectives.

Objective 1—To identify key factors that drive sustained engagement and user retention in SE platforms.

Our study identified several critical factors influencing SE use, including user satisfaction, trust, perceived value, and economic benefits. A total of 213 distinct antecedents were found in the 92 review articles analyzed, resulting in a substantial and cohesive knowledge base for comprehending usage behavior. The review classifies the 213 identified antecedents into 13 general categories and creates a relationship map to show the relationship between records, decisions, and outcomes. Based on research history, the relationship map reveals that user- and community-related antecedents have the most significant influence, with platform/technology-related antecedents closely behind. The map indicates that antecedents have a predominant positive influence (with 265 votes) on decisions and outcomes when using the SE. These findings align with our objective of understanding what drives long-term user engagement on SE platforms. Identifying these factors directly addresses our aim to investigate the use of SE platforms, confirming the relevance and impact of these influences.

Objective 2—To explore how external factors such as regulatory changes and market dynamics impact SE use. The study revealed how regulatory changes, competitive pressures, and market dynamics affect user engagement and platform sustainability. For instance, regulation changes were found to significantly impact user trust and willingness to use SE services. These findings align with our objective of exploring external influences, demonstrating that our research comprehensively addressed the broader context impacting SE utilization.

Objective 3—To provide actionable insights for SE platform managers to enhance user retention strategies.

Based on our analysis, we provided practical recommendations for SE platform managers, such as

enhancing trust-building measures, improving service quality, and adapting to regulatory environments. These insights are designed to help managers to develop effective user retention strategies.

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