



## CALL FOR PAPERS – UPCOMING SPECIAL ISSUE

### *Journal of Marketing Theory and Practice*

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## “The Progression and Impact of the Sharing Economy”

### SPECIAL ISSUE

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*The Journal of Marketing Theory and Practice (JMTP) is positioned as a high quality journal internationally that is devoted to the publication of peer-reviewed articles addressing substantive, managerial issues in marketing. In the context of developing, enhancing, and disseminating marketing knowledge, JMTP values both conceptual and empirical work by academicians so long as the work is theoretically sound and also provides strong implications for the managerial practice of marketing. JMTP is pleased to partner with DSEF to provide this special issue.*

### Overview

Emerging from the great recession in 2008, non-ownership forms of consumption have grown increasingly popular as more consumers continue to turn towards renting, sharing, lending and bartering products and services. Driven by rising the costs of ownership, increasing limited resources, and enabled by the growth of data-driven technology, the

“sharing economy” has challenged traditional economic systems by offering more efficient means of accessing products and services.

Services such as Uber and Airbnb arguably offer more affordable and accessible alternatives to traditional transportation and hospitality industries by emphasizing the consumption of unused utility. Crowdsourcing websites such as Task Rabbit enable peer-to-peer collaborations for time and skill sharing and contribute to a decreased demand for access to products and services from the corporate marketplace.

The goal of this special issue is to explore and better understand the growth, progression and future direction of the sharing economy as well as its impact on various behavioral, managerial, ethical, environmental, theoretical, and technological outcomes that concern both practitioners and the academic community. Due to the novelty and rapid growth of the sharing economy, there is an increasing demand for generating new theories and frameworks that contribute to our current understanding of this phenomenon.

Researchers are encouraged to synthesize and extend the current research; reconcile ambiguous or mixed findings; explore new avenues necessitating critical understanding; and forecast the rise of new technologies such as artificial intelligence and machine learning. Our focus is on both theory generation and theory testing, therefore, we welcome rigorous empirical papers, conceptual papers that offer big ideas, integrative models, important reviews, or debate ideas within the field.

**Examples of possible topics include, but are not limited to the following:**

- The current nature of the sharing economy and various sharing programs
- The future of the sharing economy
- The impact of the sharing economy at both macro and micro levels
- The impact of the sharing economy on different forms of ownership
- Cross-cultural differences in the nature and function of the sharing economy
- The impact of new technologies (e.g., artificial intelligence, internet of things) on the sharing economy
- sharing economy and consumers’ materialistic tendencies
- sharing economy and experiential consumption
- Profit-seeking motives and the corporatization of the sharing economy
- The impact of the sharing economy on changing dynamics in social behavior
- Consumers pricing strategies in the sharing economy
- Environmental and political effects
- The current and future impact of peer-to-peer collaboration on consumption behaviors
- Implications of the sharing economy for traditional business models
- The conflict between traditional economic systems and sharing economy systems
- Understanding the role of providers (e.g. Airbnb hosts) of the sharing economy
- Exploring success-related factors of providers
- Differences in motives for professional and amateur providers

## **SUBMISSION INFORMATION**

The due date for submission of manuscripts is June 10, 2018. Only original papers not currently under review or published in other journals may be submitted. The *Journal of Marketing Theory and Practice* website ([www.jmtp-online.org/](http://www.jmtp-online.org/)) provides information about the journal's positioning (i.e., aims and scope), instructions for authors (i.e., style and formatting guidelines), and information about the review process. Please precisely follow the guide for authors and submit all manuscripts by email to: **editor@jmtp-online.org**. Clearly indicate that the paper is for the Special Issue on the Sharing Economy. Attach the manuscript and your cover letter as separate documents. Before being placed into review, each manuscript will initially be screened for adherence to *JMTP* style guidelines and if not properly formatted it will be returned to the author.

## **ADDITIONAL INFORMATION**

If you have additional questions about the special issue, please contact the guest editors directly.

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We are looking forward to your contributions!

Best regards,

Mohammad and Alex