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# Sharing Economy and Sustainable Consumptions: New Consumers for Emerging Business Models?

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# **Message from the Guest Editors**

The sharing economy is an established business model—enabled by online platforms—that has spread globally, impacting various sectors. The main motivations behind its diffusion are embedded in the essence of peer-to-peer exchange: economic benefits by earning/saving money by renting underutilized resources, making them accessible to people whom cannot afford them; social benefits by building meaningful relations outside their sphere of interactions; environmental benefits due to increased efficiency in the production and usage of assets.

A strict connection can be identified between the sharing economy and sustainability, given that collaborative consumptions set the premise for a more efficient and respectful use of resources and a better quality of life.

At its current stage of life, the sharing economy is asked to face new challenges according to a rapidly evolving scenario. Changes in social values, norms, and economic constraints require better comprehending the role of collaborative consumptions.









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## **Message from the Editor-in-Chief**

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