



## 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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