Sharing Services Systems and Collaborative Consumption in a Rapidly Changing Environment

Closes:
31 Jan 2025

Share this content

Journal: Journal of Consumer Marketing
Guest editor(s): Hugo Guyader, Pia A. Albinsson, Lucie K. Ozanne

Submissions Open October 1st 2024.

Submit your paper here!

Introduction

Sharing and consuming collaboratively have been the focus for many consumers, families, communities and have transitioned into the marketplace in various formats. From true sharing and community building e.g., Really, Really, Free Markets (Albinsson and Perera 2012), hand-me-down practices and gifting where no money transfers take place (Barbosa and Fonseca 2019; Ruckelhausen and Kamleitner in press), so-called pseudo sharing (Belk 2014) e.g., such as clothing (Albinsson and Perera 2018) or toy libraries (Ozanne and Ballantine 2010) that may require a membership or fees, resourcefulness and repair (Godfrey et al. 2022; Godfrey and Price 2023; Ozanne in press) and to commercial sharing platforms such as product-service systems, access-based consumption (Perera and Albinsson 2020), or technologically enabled socioeconomic systems (e.g., Eckhardt et al. 2019; Philip, Ozanne and Ballantine 2015; 2019), the global marketing of sharing-oriented business models in the Sharing Economy are endless (Guyader and Piscicelli 2019; Guyader 2018). Some previous sharing oriented research in the Journal of Consumer Marketing have examined

Millenial's value perception in car sharing (Hwang and Griffiths 2017), and the role of familiarity and trust this generation put in collaborative consumption platforms such as Airbnb (Mittendorf 2018). Others have focused on how collaborative consumption users experience greater social closeness with peer-provided services compared to business provided services (Frechette et al. 2018; Ozanne and Ozanne 2011), and how social capital is built through consumer interactions in sharing service systems contributing to community resilience (Ozanne and Ozanne 2016; 2021). Other consumer research has explored more negative aspects of collaborative consumption by examining the way participants of lateral exchange markets (LEM) experience moral decay the longer they participate as they become driven by self-interest and egotistical motivations (Perren et al. 2019), or how some forms of commercial sharing can diminish consumer well-being (Ozanne and Prayag 2022).

While much of the extant research in collaborative consumption utilizes in-depth interviews and cross-sectional surveys, this special issue welcomes a variety of data collection methods and analysis techniques including text mining (e.g., Zhang 2019), experimental design (e.g., Frechette et al. 2018), systematic reviews, cluster analysis (e.g, Ertz et al. 2018) and (n)ethnography as the world of research methods evolve as quickly as the phenomenon and environment in which we investigate.

As the Sharing Economy has experienced a rapid growth, this call for paper invites submissions of original manuscripts primarily interested in research that examines new questions, new laws, new technologies, AI, new sharing concepts, or investigates new phenomena, and uses new methods to expand what we know and makes a contribution about the sharing economy based on theory building, empirical research or methodological advancements. The range of issues that may be studied is broad (see topic list below); they may be examined through diverse marketing lenses such as consumer behavior, retail, management, strategy, however the main focus should be on the consumer perspective of the phenomena.

SMA Special Track

The Society for Marketing Advances (SMA) Conference has an exciting new track dedicated to author/s seeking to submit to the Special Issue of the Journal of Consumer Marketing focused on Sharing Services Systems and Collaborative Consumption - more information here.

Submissions for this issue are not contingent on submission to the SMA conference, however for those who submit to the conference in order to obtain feedback from the

guest editors, full papers (20 pages) are needed at the time of conference submission. The conference submission deadline is **June 30, 2024**, only full papers (20 pages) can be submitted to this track to be considered for the paper development sessions hosted by the guest editors. After the conference, full papers will need to be submitted to the Journal of Consumer Marketing online platform no later than **January 31, 2025** where the papers will go through the regular JCM review process. Acceptance to the conference does not mean automatic acceptance to JCM, however the paper development sessions are designed to strengthen the papers for a more streamlined review process in terms of meeting the expectations and guidelines for JCM.

List of Topic Areas

- Artificial Intelligence;
- Blockchain/ cryptocurrencies in collaborative networks;
- Circulatory systems, sustainability, repair, food sharing systems;
- Community/ grassroots efforts to encourage sharing;
- Consumer behavior, Pro-social behavior, Consumer altruistic behavior, well-being;
- Consumer misbehavior, Consumer rage, Perceived risks;
- Consumer engagement (satisfaction);
- Consumer vulnerability and sharing;
- Cross-cultural research on sharing platforms/ users/ outcomes;
- Peer-providers, gig-workers, and third-party platforms affecting consumption;
- Product-service sharing systems;
- Prosumers, Platform role duality;
- Ratings and reviews of peer-providers/ users;
- Sharing and the bottom-of-the-pyramid;
- The dark side of sharing, Negative externalities, Regulatory environment;
- The sharing economy paradox, Tensions;
- Any of the above and how it relates to UNs SDGs.

Submissions Information

Questions pertaining to the Special Issue should be sent to any of the Guest Editors: Pia A. Albinsson, albinssonpa@appstate.edu, Hugo Guyader, hugo.guyader@liu.se, and Lucie K. Ozanne, lucie.ozanne@canterbury.ac.nz. Papers must be formatted in accordance with JCM guidelines, Emerald Harvard Style. All papers will be double-blind refereed.

Submissions are made using ScholarOne Manuscripts. Registration and access are available here.
Author guidelines must be strictly followed. Please see here.
Authors should select (from the drop-down menu) the special issue title at the appropriate step in the submission process, i.e. in response to ""Please select the issue you are submitting to".
Submitted articles must not have been previously published, nor should they be under consideration for publication anywhere else, while under review for this journal.

Key Deadlines

Opening date for manuscripts submissions: **01/10/2024**
Closing date for manuscripts submission: **31/01/2025**

References

Albinsson, P. A., & Perera, B. Y. (2018). Access-based consumption: From ownership to non-ownership of clothing. In The rise of the sharing economy: Exploring the challenges and opportunities of collaborative consumption (P. A. Albinsson and B.Y. Perera, eds), pp. 183-212 Bloomsbury Publishing.
Albinsson, P. A., & Yasanthi Perera, B. (2012). Alternative marketplaces in the 21st century: Building community through sharing events. Journal of Consumer Behaviour, 11(4), 303-315.
Barbosa, B., & Fonseca, I. (2019). A phenomenological approach to the collaborative consumer. Journal of Consumer Marketing, 36(6), 705-714.
Belk, R. (2014). Sharing versus pseudo-sharing in Web 2.0. The Anthropologist, 18(1), 7-23.
Belk, R. (2010). Sharing. Journal of Consumer Research, 36(5), 715-734.
Frechette, M., Arnold, M., Kaikati, A., & Singh, N. (2020). Collaborative consumption, social distance and the extended self. Journal of Consumer Marketing, 37(4), 413-422.
Guyader, H., & Piscicelli, L. (2019). Business model diversification in the sharing economy: The case of GoMore. Journal of Cleaner Production, 215, 1059-1069.

Guyader, H. (2018). No one rides for free! Three styles of collaborative consumption. Journal of Services Marketing, 32(6), 692-714.
Hwang, J., & Griffiths, M. A. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. Journal of consumer Marketing, 34(2), 132-146.
Ozanne, L.K. (in press). Repair cafés: exploring collaborative repair. In Understanding Collaborative Consumption, (P. A. Albinsson, B. Y. Perera, and S. J. Lawson, eds). Edward Elgar.
Ozanne, L. K., & Ozanne, J. L. (2021). Disaster Recovery: How Ad Hoc Marketing Systems Build and Mobilize Social Capital for Service Delivery. Journal of Public Policy & Marketing, 40(3), 372-388.
Ozanne, L.K. and Ozanne, J.L. (2016), "How alternative consumer markets can build community resiliency", European Journal of Marketing, 50 (3-4), 330-357.
Ozanne, L. K., & Ozanne, J. L. (2011). A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries. Journal of Public Policy & Marketing, 30(2), 264-278.
Ozanne, L. K., & Ballantine, P. W. (2010). Sharing as a form of anti-consumption? An examination of toy library users. Journal of Consumer Behaviour, 9(6), 485-498.
Ozanne, L. K., & Prayag, G. (2022). Exploring Airbnb host wellbeing and host-guest conflicts in network hospitality. Frontiers in Psychology, 13, 805761.
Perera, B. Y., & Albinsson, P. A. (2020). Uber. Bloomsbury Publishing USA. Perren, R., Stewart, K., & Satornino, C. B. (2019). Puritan peers or egoistic entrepreneurs? Moral decay in lateral exchange markets. Journal of Consumer Marketing, 36(3), 366-378.
Philip, H. E., Lucie K. Ozanne & Paul W. Ballantine (2019) Exploring Online Peer-to-Peer Swapping: A Social Practice Theory of Online Swapping, Journal of Marketing Theory and Practice, 27 (4), 413-429.
Philip, H. E., Ozanne. L.K., & Paul W. Ballantine (2015). Examining temporary disposition and acquisition in peer-to-peer renting, Journal of Marketing Management, 31(11-12), 1310-1332.
Ruckelshausen, S. and B. Kamleitner (in press), Hand-me-downs: The wallflower of pre-ownership and a special case for psychological ownership, in Understanding Collaborative Consumption (P. A. Albinsson, B. Y. Perera, S. J. Lawson, eds), Edward Elgar, London, UK.
Zhang, J. (2019). What's yours is mine: exploring customer voice on Airbnb using text-mining approaches. Journal of Consumer Marketing, 36(5), 655-665.