

## Sapir International Syllabus

### Course Details

Workshop Title: Sharing Economy

Academic year: 2020

Semester: A (Fall)

Class location: Sapir eXlab

### Course Academic Design

Sapir Credits: 1

Cycle: BA

Academic Department: Entrepreneurship, Innovation and Technology Lab

### About the Instructor

Instructor: Dr. Dan Kaufmann

Office hours: After class

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### Course Goals and Learning Outcomes

#### Course description:

Recent years have shown radical changes in the power of consumers/users to create organized consumerist models, sharing economy and collaborative consumption. Among those are car2go, Airbnb, Tel-ofan, Fiverr, Agora and more. These models are not reserved only for private consumers but also include business consumers who use collaborative consumption to purchase products such as fertilizers or agricultural pest controls, funding (crowdfunding), involvement of the public in organizational innovation (open innovation), or introducing comprehensive systems which rely on public resources (such as waze, Linux and phone apps). At the same time, we are witnessing developments which use the power of the public to create shared currency (O-bank) and time banks. The bitcoin is to some extent a part of this phenomenon. The rising power of consumers is dramatically changing the traditional power balance where knowledge was exclusively owned by the big firms and the user was relatively powerless. These changes raise fundamental questions about the role of firms in the market, consumption patterns, product characteristics and environmental issues, all which impact decision making processes and management approaches of firm.

Course objective:

The purpose of the course is to deepen students' knowledge of the concept of sharing economy, discuss the extent to which it creates a new economic model, the ethical and regulatory issues it introduces and its impact on areas such as tourism, transportation, commerce and the labor market.

Learning outcomes:

At the end of the workshop students will be:

1. Familiar with the central models of sharing economy.
2. Familiar with hallmark, breakthrough examples of sharing economy.
3. Familiar with the central principles (ethical, regulatory, legal) impacting this trend.

Learning arrangements:

This course is an interactive workshop using presentations, various media, case analysis, academic literature and practical experience.

Key topics covered:

- What is sharing economy
- Environmental impact of sharing economy
- Processes leading to sharing economy
- Models of sharing economy
- Prime practical examples
- Servicizing
- Legal issues
- Commerce: barter, local currency, time bank
- Employment: Fiverr, 99designs, taskrabbit
- Workspace: Wework, hangars
- Shared stores
- Transportation: Zipcar, car2go, auto-tel, waze
- Financing: peer2peer lending
- Tourism: Airbnb, couchsurfing
- Sharing city

Course Materials

Required texts and materials:

1. Botsman, Rachel, and Roo Rogers. What's mine is yours: how collaborative consumption is changing the way we live. Collins, 2011. (Chapters: 1, 4,5,6,7,8)
2. Belk, Russell. "You are what you can access: Sharing and collaborative consumption online." Journal of Business Research 67.8 (2014): 1595-1600. (<http://www.cs.cornell.edu/home/kleinber/networks-book/networks-book.pdf>)
3. Easley, David, and Jon Kleinberg. Networks, crowds, and markets: Reasoning about a highly connected world. Cambridge University Press, 2010. (Chapters: 1;3)
4. Hamari, J., Sjöklint, M., & Ukkonen, A. (2013). The Sharing Economy: Why People Participate in Collaborative Consumption. Available at SSRN 2271971. [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2271971](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2271971)
5. Malhotra, Arvind, and Marshall Van Alstyne. "The dark side of the sharing economy... and how to lighten it." Communications of the ACM 57.11 (2014): 24-27.
6. Reiskin, Edward D., et al. Servicizing the chemical supply chain. Journal of Industrial Ecology 3.2-3 (1999): 19-31

### Work Assignments and Assessment

#### Course assignments, assessment, and final course grade

Attendance and active participation in the workshop are mandatory.

Work Assignment	% of Final Grade
Active participation	50%
End of workshop quiz	50%
Total	100%