

# CSCRL SPRING SYMPOSIUM

DEMAND DRIVEN SUPPLY CHAINS

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ABSTRACT

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## UBER MIGHT BUY ME A MERCEDES BENZ: HOW SHARING PLATFORMS REALLY WORK

JING GONG

ASSISTANT PROFESSOR

DEPARTMENT OF DECISION AND TECHNOLOGY ANALYTICS | LEHIGH UNIVERSITY

COLLEGE OF BUSINESS

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Ridesharing platforms like Uber and Lyft are one of the most ubiquitous ways people participate in what is known as the “sharing economy,” through which individuals share goods, for example, the sharing of homes and condos on Airbnb, or labor and freelance work on TaskRabbit and Upwork. Many individuals are participating in the sharing economy as consumers. But how does the introduction of sharing economy platforms affect ownership? Take ridesharing as an example. On one hand, ridesharing platforms may cannibalize vehicle ownership, as consumers on the demand side might give up their cars in favor of the convenience of the lower cost "rental" option. On the other hand, such platforms might stimulate ownership as potential providers on the supply side may have an incentive to invest in their cars in order to capitalize on the income available in the sharing economy. In the presentation, Professor Gong will explain the sharing economy phenomenon, and talk about her new research investigating the impact of Uber’s entry on vehicle ownership, and implications for platforms, manufacturers, and policy makers.

