

**Call for Papers**  
**Special Issue of the *Journal of Operations Management***

***Operations Management within a Sharing Economy***

**Background:**

Nearly 50% of Americans have purchased products or services provided by firms situated in the sharing economy (Apte and Davis 2019). In addition, the sharing economy is growing with revenues expected to hit \$335B by 2025 (PricewaterhouseCoopers 2015). While the sharing economy may represent a promising new avenue for economic prosperity, it brings with it important operational considerations calling for thought leadership from researchers.

Operations Management (OM) scholars have referred to the term *sharing economy* to describe business models developed around on-demand access to products and services often facilitated by online platforms designed to link large numbers of small service providers or suppliers with large numbers of individual customers or small buyers (Benjaafar and Hu 2020). As such, sharing economy operations represent a departure from many of the characteristics observed in traditional operations and supply chain models (Ta, Esper and Hofer 2018). Specifically, sharing economy operations involves the intersection of at least six key factors that bear consideration in operational decision making: 1) technology, 2) transaction type, 3) platform type, 4) governance model, 5) business approach and 6) shared resources (Muñoz and Cohen 2018).

These factors point to a host of critical OM decisions. For example, decisions regarding *tech-enablement* (e.g., Uber) and the involvement of intermediaries in the *transaction* results in critical customer-intermediary-service provider triads which have implications for the *types of platforms* chosen. These platform types describe the actors who are connected via the intermediary in a two-sided market (i.e., peer to peer, business to consumer, or business to business) and call for different *governance models*. These governance models address the firm's approach to decision making and value exchange. They range from traditional corporate governance, to collaborative governance where the user community co-owns the platform, to a cooperative model facilitated by an independent contractor type of approach. As such, firms in the sharing economy may have objectives that go beyond traditional profit maximization, to include social and environmental concerns. Therefore, understanding how different *business approaches* (ranging from profit-driven, to hybrid to entirely social and environmental oriented) affect *shared resource* deployment is needed. This is critical also because, the focus on shared resources centers on a firm's efforts to optimize new resources, reuse existing resources, or optimize under-utilized resources.

By examining these and other contextual factors of sharing economy operations, research which addresses the challenges of recasting classical OM concepts related to production and service operations into new light is needed (Benjaafar and Hu 2020). For example, a key aim of sharing economy operations is to increase efficiency and optimization of under-utilized resources in society (a fairly traditional OM aim) (Muñoz and Cohen 2018), but in doing so, they often utilize

service suppliers who are typically amateurs (a new sharing economy challenge) (Apte and David 2019). The most interesting research opportunities, therefore, likely rest at the intersection of ‘old and new.’

### **Potential Topics:**

Given the exciting growth in the sharing economy across the globe, we are interested in publishing methodologically and topically diverse, empirical studies with the potential to advance both theory and practice in this emerging field. Our objective is to improve our present understanding of how to design and manage operations within a sharing economy. Potential research topics include but are not limited to the following:

1. Challenges of operating in a sharing economy (e.g. network effects, economies of scale, low switching costs among customers etc.)
2. Consequences of role ambiguity of customers and suppliers in the sharing economy
3. The effects of employment models such as W-2 versus independent contractors in managing sharing economy operations
4. Implications of operating primarily through a digital platform for coordination within a sharing economy
5. The roles and decision-making rights of different entities in a sharing economy and the evolution of sharing economy networks
6. Managing the demand/capacity relationship
7. Understanding the revenue management and yield management implications of a sharing economy (e.g. surge pricing)
8. Queuing related issues in a sharing economy (e.g. temporal, geographic, double-sided)
9. Managing service failures and the role of the providers in service recovery
10. Industry specific implications of the sharing economy (e.g. healthcare, etc.)
11. The “uberization” of physical distribution services
12. Implications of pandemics, epidemics, and other sources of uncertainty on sharing economy firms and OM models to address these
13. Investigating risk, disruption and resilience of operations in a sharing economy
14. Managing tangible and intangible assets within a sharing economy
15. The role of automation on operations
16. Understanding the effects of customer engagement in sharing economy operations models
17. Implications of the sharing economy for sustainable operations
18. Understanding how traditional firms can transition or leverage the sharing economy
19. The role of public policy and regulation on sharing economy operations

## **Guest Editors:**

### **Alan Mackelprang**

Dr. Alan Mackelprang is a Professor in the Department of Logistics and Supply Chain Management in the Parker College of Business at Georgia Southern University. He holds a B.S. in Supply Chain Management from Arizona State University, an M.S. In Manufacturing Management from the University of Rochester and a Ph.D. in Operations Management from the University of South Carolina. Dr. Mackelprang's research interests include Lean/inventory management, manufacturing flexibility and supply chain integration and contagion. His research typically leverages empirical methods and secondary data. His articles appear in *JOM*, *Decision Sciences Journal*, *Journal of Business Logistics* among others. He is a Co-Department Editor of the Operational Systems Department at *JOM* and serves on the Editorial Review Boards of *Production and Operations Management Journal* and *Journal of Supply Chain Management*.

### **David Dobrzykowski**

Dr. David Dobrzykowski is an Associate Professor in the Department of Supply Chain Management in the Sam M. Walton College of Business at the University of Arkansas. He previously earned tenure in the Department of Supply Chain Management at Rutgers University. His research investigates information processing and the coordination of work in service operations and supply chains, with a particular interest in healthcare and other regulated industries where context is an influential factor. His research has appeared in *JOM*, *Decision Sciences Journal*, *Journal of Supply Chain Management* among others and has been recognized with several research awards including a *Decision Sciences Journal* Best Paper Award. He is an Associate Editor for *JOM*, Co-Department Editor for Healthcare and Service Operations for *Decision Sciences Journal*, an Editorial Review Board member for *Journal of Supply Chain Management*, and an Academic Scholar at Cornell's Institute for Healthy Futures.

### **Sachin Modi**

Dr. Sachin Modi is a Professor in the Department of Marketing and Supply Chain Management in the Mike Ilitch School of Business at Wayne State University. His research focuses on the financial impact of operations management resources/capabilities, supply management, sustainability, and healthcare operations. His research has appeared in *JOM*, *Production & Operations Management Journal*, and *the Journal of Marketing* among others. He is an Associate Editor for *JOM*, and the *International Journal of Operations and Production Management*. He is also an Editorial Review Board member for the *Production & Operations Management Journal*, and *the Journal of Supply Chain Management*.

### **Paul C. Hong**

Dr. Paul C. Hong is a Distinguished University Professor of Global Supply Chain Management and Asian Studies at the University of Toledo, USA. His articles have been published in journals including *JOM*, *Journal of Supply Chain Management*, *Management*, and *Journal of Business Logistics*. His recent books include *Rising Asia and American Hegemony: Case of Competitive Firms from Japan, Korea, China and India* (2020; Springer), *Creative Innovative Firms from*

*Japan: A Benchmark Inquiry into Firms from Three Rival Nations* (2019; Springer). His research areas are in global supply chain management, entrepreneurial innovation and interfaces of ToP and BoP.

### **Tentative Deadlines:**

Manuscript submissions:	August 31, 2021
First Round Review and decisions:	November 30, 2021
Second Round Revision Submission:	January 31, 2021
Final round review and decisions:	March 31, 2022

We welcome manuscripts on an earlier schedule where possible.

Manuscripts should conform to the instructions given in the [Guide for Authors for JOM](#).

### **References:**

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