
Editorial

Shan Liu*

School of Management,
Xi'an Jiaotong University,
No. 28 West Xianning Road,
Xi'an, 710049, China
Email: shan.l.china@gmail.com
*Corresponding author

Xiao-Liang Shen

School of Economics and Management,
Wuhan University,
No. 299, Bayi Road,
Wuhan, 430072, China
Email: xlshen@whu.edu.cn

Yongqiang Sun

School of Information Management,
Wuhan University,
No. 299, Bayi Road,
Wuhan, 430072, China
Email: sunyq@whu.edu.cn

Wen Tian

School of Hospitality and Tourism Management,
University of Surrey,
GU2 7XH, Surrey, Guildford, UK
Email: w.tian@surrey.ac.uk

Biographical notes: Shan Liu is a Professor of the School of Management at Xi'an Jiaotong University. His research interests focus on sharing economy, social media, and project management. He has published more than 40 refereed publications including papers that have appeared in *Information Systems Journal*, *European Journal of Information Systems*, *Journal of Operations Management*, *Information and Management*, and *International Journal of Project Management*.

Xiao-Liang Shen is a Professor at the Economics and Management School of Wuhan University. His current research interests include IT innovation adoption and diffusion, knowledge management, social media and e-commerce. He has published in several academic journals and international conferences, including *Journal of Information Technology*, *Journal of the Association for Information Science and Technology*, *Information and Management*, *Decision Support Systems*, etc.

Yongqiang Sun is a Professor of School of Information Management, Wuhan University. His research interests include social media, knowledge management, e-health, and e-commerce. He has published in a series of leading international journals including *Information Systems Research*, *Journal of the AIS*, *Decision Support Systems*, *Information and Management*, *Journal of the Association for Information Science and Technology*, among others. He serves as Associate Editor for several journals including *Internet Research*, *Information Technology and People* and *Journal of Electronic Commerce Research*.

Wen (Stella) Tian is a Research Fellow of the Digital Visitor Economy research group, School of Hospitality and Tourism Management, University of Surrey. Her research interests include visitor behaviour, human-computer interaction, e-learning and digital marketing. She has published in several academic journals and international conferences, including *International Journal of Networking and Virtual Organisations*, *International Journal of Computer-Supported Collaborative Learning*, *Computers and Education*, *Higher Education*, etc.

The sharing economy has increasingly received great attention by both academics and practitioners globally as it becomes one of the primary forces driving the economic activity. This new paradigm transforms the traditional commerce channels by sharing tangible or intangible resources through individual interactions. A large number of platforms have emerged to leverage and promote resource exchanges among individuals, such as Uber, Amazon Mechanical Turk, Airbnb, Zhubajie, CrowdSearching, Indiegogo, and Threadless. These social and technological platforms are generally Internet-based and capable of creating great values for enterprises. However, there are also many challenges for achieving value creation in the sharing economy. Data privacy, security, and risk issues are getting serious concerns in the sharing economy because of the information disclosure consequences. Trust and relationship building are also significant bases for sharing goods and services. Given the existence of challenges and opportunities of sharing economy, it is essential and urgent for a systematic understanding of this new economic model.

This special issue aims to discover the latest opportunities and challenges for Internet and enterprise management in the era of sharing economy, and to explore how goods and services can be better provided and how enterprise can be better operated within such a context. This special issue is comprised of four papers. The first paper, by Zhu, Wu, Li, and Pan, uses the case of Airbnb and explores the market segment structure of sharing economy. By employing the text mining method on the online reviews, they found that host, cleanliness, and convenience are the three major factors that influence Airbnb guests' decisions. The second paper, by Herrmann-Fankhaenel, compares the sharing economy between Germany and Vietnam. Using text content analysis on 280 sharing economy platforms, she found that the two countries differ in terms of operations, users, and frequency of sharing. The third paper, by Qiu, Lu, Yang, and Xu proposes a type of adapted radio frequency identification (RFID) anti-collision algorithm to solve the collision problem of tags identification in the context of sharing economy. They found that this proposed algorithm can be successfully used in sharing economy and has better performance in case of communication overload and time complexity. The fourth paper, by Thamik and Wu, investigates the mechanisms of how social capital influences the

purchase decision-making. Based on the data collected from 360 samples, they further found that trustworthiness strengthens the effects of social capital. In sum, these articles investigate sharing economy from the perspectives of market, country, technology, and user behaviour. Future research could extend this line of inquiry to examine other perspectives, such as firm and platform.