08, 09, 10 e 11 de novembro de 2022
ISSN 2177-3866

MANAGING PEER-TO-PEER ON-DEMAND MOBILITY SERVICE ECOSYSTEMS TO CREATE SHARED VALUE

JULIANO PELEGRINA
UNIVERSIDADE DE SÃO PAULO (USP)

ADRIANA MAROTTI DE MELLO
FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

JOÃO VALSECCHI RIBEIRO DE SOUZA
UNIVERSIDADE DE SÃO PAULO (USP)

ROBERTO MARX
UNIVERSIDADE DE SÃO PAULO (USP)

Agradecimento à orgão de fomento:
The authors are grateful to the USP-COFECUB Program, which funded academic missions between France and Brazil.

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Introdução

Scientific debate about the externalities produced by sharing economy has become prevalent in the literature due to its growth in many metropolitan cities worldwide. Peer-to-peer on-demand mobility services represent a relevant part of such an urban phenomenon achieving different industries through minor variations of the same business model logic, which orchestrates the creation and destruction of economic, social, and environmental value by ecosystem innovation. Therefore, we took this opportunity to investigate how these services can create sustainable ecosystem innovation.

Problema de Pesquisa e Objetivo

In alignment with Snihur & Bocken's (2022) "Call for Action" to produce research concerning social and environmental impacts caused by ecosystem innovations and, drawing on the case of peer-to-peer mobility services (Geissinger, Laurell, & Oberg, 2021), we addressed 'how platform providers and other members of peer to peer on-demand mobility service ecosystems strategically manage the internalization of their negative externalities creating shared value?' Porter & Kramer's (2011) "Creating Shared Value" framework was adapted to describe three main ways using illustrative cases.

Fundamentação Teórica

Peer-to-peer on-demand mobility services business models were duly typified. The members of their primary services' ecosystems were therefore detailed according to the classification of evidence found in the literature on economic, social, and environmental values created (or destroyed), based on Laukkanen & Tura (2020) model. An analytic framework was elaborated to investigate how shared value (Porter & Kramer, 2011), known as sustainable, is created by making explicit the structure which these typical ecosystems produce value from.

Discussão

Illustrative cases were applied for the description of the three main strategies implemented by peer-to-peer on-demand mobility service ecosystems to create shared value: (i) by reconceiving products and markets; (ii) by redefining productivity in the value chain; and (iii) by enabling local cluster development (Porter & Kramer, 2011). Finally, a table was prepared to present the internal e peripheral stakeholders involved in each strategy and the externalities mitigated compared to mainstream peer-to-peer on-demand mobility service ecosystems.

Conclusão

Peer-to-peer on-demand mobility service ecosystems can create shared value: (i) by developing a business structure diagonally about a mainstream ecosystem (reconceiving products and markets); (ii) by expanding a mainstream ecosystem vertically (redefining productivity in the value chain); or (iii) by innovating horizontally, a strategy involving members of peer-to-peer on-demand service ecosystems that compete for the same market (enabling local cluster development). Each strategy involves different ecosystem stakeholders, creating diverse shared value.

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