



Journal of Marketing Channels >

Volume 24, 2017 - [Issue 1-2: The Sharing Economy: Opportunities and Challenges for Marketing Channels and Supply Chains](#)

3,050 49

Views | CrossRef citations to date | Altmetric

5

Articles

Seismic Shifts in the Sharing Economy: Shaking Up Marketing Channels and Supply Chains

O. C. Ferrell , Linda Ferrell & Kyle Huggins

Pages 3-12 | Published online: 11 Aug 2017

 Cite this article  <https://doi.org/10.1080/1046669X.2017.1346973>



Sample our
Area Studies
Journals
>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

 Full Article

 Figures & data

 References

 Citations

 Metrics

 Reprints & Permissions

Read this article

 Share

Abstract

Our goal is to provide an overview of the sharing economy in the context of marketing channels and supply chains. The use of peer-to-peer disruptive technology is challenging participation in traditional marketing channels. We provide grounded research that explains this new business model and briefly examines key issues that firms in this new marketing channel face. Some of the issues include access versus ownership, the role of independent contractors, and regulatory issues. We position the sharing economy as a unique marketing channel and explain how it differs from traditional marketing channels. Although we define key terminology, other articles in this issue provide in-depth coverage of the emerging issues.

Keywords:

Notes

1 For the number of Hilton Worldwide hotel rooms from 2009 to 2016, see <https://www.statista.com/statistics/247301/number-of-hilton-worldwide-hotel-rooms/>; Airbnb claims 3 million listings worldwide at <https://www.airbnb.com/about/about-us>, including castles.

Related research

People also read

Recommended articles

Cited by
49

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email

 Sign me up

