

Journal of Marketing Channels >

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

3,041 Views | 49 CrossRef citations to date | 5 Altmetric

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>

Check for updates

Sample our Economics, Finance, Business & Industry Journals

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

Full Article | Figures & data | References | Citations | Metrics

Reprints

## We Care About Your Privacy

We and our 891 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

I Accept

Reject All

Show Purpose



marketing  
S  
ended  
sues that  
s versus  
osition the  
from  
articles in

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



Copyright

Accessib

Registered  
5 Howick Pl

or & Francis Group  
orma business

