

THE SHARING ECONOMY SUPPLY CHAIN AND THE ROLE OF ANOMIE

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ABSTRACT

Given the present trajectory of the sharing economy, supply chain management is expected to change dramatically. These changes are fueled by enabling technologies like the internet and smart phone, but also by cultural changes in our society. Even though economic reasons drive much participation in the sharing economy, they do not explain the rise of non-economic applications, like those that enable recycling or enable individuals to share knowledge. This research examines anomie as a theoretical explanation for why people participate in the sharing economy supply chain. Four propositions are developed that may support our understanding. Then, research and managerial implications are examined.