

Table of Contents

Preface.....	xiv
Acknowledgment	xviii
Section 1	
Sharing Economy Beyond Collaborative Consumption	
Chapter 1	
A Conceptual Framework of Value Sharing in the Sharing Economy	1
<i>Melissa Farboudi Jahromi, University of Central Florida, USA</i>	
<i>Tingting Zhang, University of Central Florida, USA</i>	
Chapter 2	
The Politics of the Sharing Economy	21
<i>David Murillo, Ramon Llull University, Spain</i>	
Chapter 3	
The Impact of Collaborative Consumption on Sustainable Development.....	37
<i>Erhan İşcan, Çukurova University, Turkey</i>	
Section 2	
Digital Platforms and Network Capitalism	
Chapter 4	
Pricing Rental Tourist Accommodation: Airbnb in Barcelona.....	51
<i>Josep Lladós-Maslorens, Universitat Oberta Catalunya (UOC), Spain</i>	
<i>Antoni Meseguer-Artola, Universitat Oberta Catalunya (UOC), Spain</i>	
Chapter 5	
The Impact of Sharing Economy in Heritage Neighborhoods in Granada.....	69
<i>Esteban Romero-Frías, University of Granada, Spain</i>	
<i>Charalampos Leontidis, University of Granada, Spain</i>	
Chapter 6	
Uber's Strategy as a Competitive Business Model of Sharing Economy	97
<i>José G. Vargas-Hernández, University of Guadalajara, Mexico</i>	

Chapter 7	
Manufactured Risks of Reward-Based Crowdfunding Platforms	116
<i>Selin Öner Kula, Independent Researcher, Austria</i>	
Chapter 8	
The Strategic Governance of Sharing Platforms: Transaction Costs and Integration Mechanisms ...	137
<i>Yusaf H. Akbar, Central European University, Hungary</i>	
<i>Andrea Tracogna, University of Trieste, Italy</i>	
Section 3	
Collaborative Consumption and Consumer Behavior	
Chapter 9	
What Pulls Consumers in and What Pushes Consumers Out	164
<i>Christina Saksanian, Esan University, Peru</i>	
<i>Myriam Martínez-Fiestas, University of Granada, Spain</i>	
<i>Juan S. Timana, Esan University, Peru</i>	
Chapter 10	
Why Rideshare? An Analysis of Factors Influencing Intention to Use	185
<i>Rafael Anaya-Sánchez, University of Malaga, Spain</i>	
<i>Rocío Aguilar-Illescas, University of Malaga, Spain</i>	
<i>Milagros Nasifff-Seiffert, University of Malaga, Spain</i>	
<i>Sebastian Molinillo, University of Malaga, Spain</i>	
Chapter 11	
Determining Factors of User Satisfaction for Bicycle-Sharing Systems: MalagaBici Case Study	204
<i>Sebastian Molinillo, University of Malaga, Spain</i>	
<i>Francisco Liébana-Cabanillas, University of Granada, Spain</i>	
<i>Miguel Ruiz-Montaño, Malagueña Transportation Company (EMT), Spain</i>	
<i>Guadalupe González-Sánchez, University of Malaga, Spain</i>	
Chapter 12	
How Do Food Delivery Platforms Affect Urban Logistics? The Case of Glovo in Barcelona as a Preliminary Study	221
<i>Eduard Josep Alvarez-Palau, Universitat Oberta de Catalunya, Spain</i>	
<i>Marta Viu-Roig, Universitat Oberta de Catalunya, Spain</i>	
<i>Josep Reixach Molet, Universitat Oberta de Catalunya, Spain</i>	
Chapter 13	
Collaborative Finance and Its Hurdles to Overcome	239
<i>Elisabet Ruiz-Dotras, Universitat Oberta de Catalunya (UOC), Spain</i>	
<i>Krystyna Mitręga-Niestrój, University of Economics in Katowice, Poland</i>	

Chapter 14

We Are All Digital Tourists, but Are All Digital Tourists the Same? Characterization of Digital Tourists Based on Technology Use..... 263

Francesc González-Reverté, Universitat Oberta de Catalunya, Spain

Daniel Liviano-Solís, Universitat Oberta de Catalunya, Spain

Compilation of References 278

About the Contributors 314

Index 321