

Sharing Economy: Developing New Values in Carpooling Business Model

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Abstract

Mobility is a necessity and a factor of prosperity. Moving as a way of life, as trend of living, as the requirements of the environment, as need of new generations provoke innovative mobility solutions. Traditional business models are not sustainable because they cause a lot of pollution, they are not flexible so they can generate higher financial expenses, they are not subject to digital and virtual work models and they are not harmonized with new consumers – Generation Z. Therefore, new innovative models are looking for ways to clean, more inclusive, more socialized, self-creating as well as cheaper, faster ways of mobility. The increased use of applications, the possibilities of flexible forms of work, remote work have led to an increase in the popularity of the sharing economy, and the fact that this business model is easily accessible and economical, and a large increase in capacity is predicted for it. The concept of sharing economy is rapidly developing and expanding and is becoming a significant economic, ecological and social phenomenon. The aim of this paper is to analyze the values of a business model of sharing economy through digital platforms with an emphasis on carpooling on case study of GoOpti model. In Croatia, driving platforms are Uber, Bolt (Taxify), BlablaCar and GoOpti, in addition to those offered via the Facebook page. The scientific contribution of this work is manifested in the detection of values of the business model in sharing economy with an emphasis on carpooling. The method used in the research is the analysis of empirical features of quantitative features.

Keywords

sharing economy, digital platforms, carpooling, values of business model