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3 **Sharing economy research in hospitality and tourism: a critical review using bibliometric**
4 **analysis, content analysis and a quantitative systematic literature review**
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7 *Mody, M. and Cheng, M. and Hanks, L.*
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9

10 **Abstract**
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12 **Purpose** – This study conducts a critical review of the research on the sharing economy to
13 identify its key intellectual foundations and their evolution and offers thematic and
14 methodological recommendations for future research to advance the domain.
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16 **Design/methodology/approach** – A tri-method approach using bibliometric (co-citation)
17 analysis, thematic content analysis, and a quantitative systematic literature review was conducted
18 on sharing economy research in hospitality and tourism journals, up to and including May 2020.
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20 **Findings** – The findings from the three methods were coherent and provide a clear picture of the
21 fact that while research on the sharing economy in hospitality and tourism has achieved
22 significant depth, the breadth of our understanding of this area remains somewhat limited. Each
23 of the three periods of research on the sharing economy identified in the study were marked by a
24 focus on specific thematic areas, with largely Western-situated researchers demonstrating limited
25 theoretical engagement and employing a limited range of methods and perspectives (disciplinary,
26 stakeholders, sectors) to examine these themes.
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28 **Research limitations/implications** – Recommendations for future thematic research
29 opportunities are provided using a multi-level perspective (MLP). The present review does not
30 include research that incorporates the impacts of COVID-19, which has significantly disrupted
31 the hospitality and tourism industry and is the focus of current research in the field. However, the
32 review represents the largest and most comprehensive assessment of the state of research on the
33 sharing economy prior to COVID-19, and, as such, can serve as a valuable baseline for future
34 reviews of sharing economy research during and after the pandemic.
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36 **Originality/value** – In contrast with previous literature reviews, the present review is
37 comprehensive in its scope, methodology, and temporal coverage of sharing economy research.
38 It also examines the evolution of research on the topic, enabling a more nuanced identification of
39 gaps and future thematic and methodological research opportunities.
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Keywords Literature review, sharing economy, peer-to-peer platforms, Airbnb, bibliometric analysis

Paper Type Literature review

1. Introduction

The sharing economy, a term that entered common parlance around the recession of 2008, refers to an economic or business model that leverages information technology to facilitate the sharing of goods and services between individuals (Wirtz et al., 2019). The exponential growth of the sharing economy has been accompanied by a proliferation of academic research on the topic across different disciplines, including hospitality and tourism. Indeed, the quantity of research output has prompted several researchers to conduct reviews of the literature on the sharing economy in hospitality and tourism (e.g., Altinay and Taheri, 2019; Sainaghi and Baggio, 2020).

While these reviews have provided important understanding of the theoretical, methodological, and topic-oriented developments in the body of research on the sharing economy, some notable gaps exist in the literature. First, most reviews tend to focus only on accommodation platforms (and in some cases, only on Airbnb) that comprise the sharing economy, ignoring other sectors (e.g., Kuhzady et al., 2020; Sainaghi, 2020). Second, extant reviews tend to rely solely on a single method to review the literature (e.g., Prayag and Ozanne, 2018; Guttentag, 2019), despite the availability of a variety of methodological approaches to conducting literature reviews. This limits both the nature and scope and also the validity and reliability of the findings of extant reviews. Third, extant reviews tend to be limited in their temporal scope, and do not capture the most recent proliferation of research on the sharing economy (Sainaghi, Köseoglu and Mehraliyev, 2020; Sainaghi, Köseoglu, Angella, et al., 2020).

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3 Fourth, some reviews (e.g., Hossain, 2020) focus on sharing economy literature from multiple
4 disciplines, thus not being able to identify the needs and requirements of hospitality and tourism
5 in particular.
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10 The unique contribution of the current study is that it addresses these shortcomings by
11 adopting a tri-method approach to a critical review of the sharing economy literature in
12 hospitality and tourism, up to and including May 2020, using bibliometric (co-citation) analysis,
13 thematic content analysis, and a quantitative systematic literature review (Cheng et al., 2018).
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15 These three methods complement and supplement each other in enabling a nuanced and holistic
16 assessment of the sharing economy literature. We adopt Wirtz et al.'s (2019) definition of the
17 sharing economy as business models that enable the peer-to-peer (P2P) sharing (as opposed to
18 transfer of ownership) of capacity-constrained assets and resources (such as accommodation,
19 transportation, and experiences, and excluding capacity-unconstrained resources such as files,
20 music, information, etc.) in hospitality and tourism. Thus, these business models exclude
21 platforms that enable the sharing of marketer-provided resources that may be used for the
22 purpose of hospitality and tourism; e.g., Zipcar supplies the cars that are used by customers of
23 the platform (marketer-provided assets), but, in the case of Airbnb, the company itself does not
24 supply any accommodation (peer-provided assets). Moreover, by focusing our review on the
25 literature published only in hospitality and tourism journals, our review is tailored to address the
26 theoretical, methodological, and thematic specificities of the field.
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47 The main contribution of our three-method critical review is that it establishes the
48 temporal evolution of the key intellectual foundations of research on the sharing economy in
49 hospitality and tourism, and, in so doing, identifies the resulting gaps and opportunities for future
50 research. We structure the thematic opportunities for future research using the multi-level
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perspective (MLP) while also providing methodological considerations for future researchers in the domain. Overall, these opportunities reflect our observation that while research on the sharing economy in hospitality and tourism has achieved significant depth, the breadth of understanding of this area remains somewhat limited. Moreover, researchers embarking on this area are encouraged to adopt methodological approaches that allow for the development of theory that is emic to the sharing economy in hospitality and tourism, as opposed to focusing solely on the application of existing disciplinary frameworks.

2. Literature review

2.1 *The history of the sharing economy*

Generally speaking, the sharing economy comprises online platforms that facilitate the sharing between peers of assets or services that are underutilized (Wirtz et al., 2019). Over the past decade, the sharing economy has grown exponentially, and the industry is predicted to be worth \$335 billion by 2025 (Prayag and Ozanne, 2018). The sharing economy is differentiated from more traditional economic models in that assets are shared not by a company, but rather directly between stakeholders, who have direct contact with each other. The advent of the sharing economy, in its current form, can be traced to the launch of eBay in 1995 (Belyh, 2019). Since that time, it has seen remarkable growth, particularly in the domains of accommodation, transportation, and finance (Ranjbari et al., 2020). Participation in the sharing economy benefits the host or owner, in that it allows them to increase the return on their investment in the asset by lending it to others, most often for a fee. For the consumer, it allows access to goods and services without the cost of purchase (Belarmino and Koh, 2020).

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3 In the last two decades, there has been a significant expansion in the ridesharing and
4 accommodation sectors of the sharing economy, which are of particular relevance to hospitality
5 and tourism researchers. The founding of VRBO (1995), HomeAway (2005), Airbnb (2008),
6 Uber (2009), and Lyft (2012), among many others, has attracted the attention of researchers, as
7 these sharing companies represent a radical departure from the typical business model of the
8 hospitality industry. Since 2010, there has been unprecedented growth in the scholarly literature
9 regarding the sharing economy.
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21 *2.2 Previous literature reviews on the sharing economy*

22 The proliferation of academic research on the sharing economy in hospitality and tourism has
23 been accompanied by several review studies that capture the state of the literature on the topic.
24 Here, we refer to studies that review academic research on the sharing economy, and exclude
25 those that review non-academic discourse on the topic (Cheng, 2016a). We present these key
26 academic review studies in Table 1, including their key findings and limitations in terms of
27 scope, method, or the duration/recency of the reviewed research.
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44 The first of these review studies was published in 2016 by Cheng (2016b), who examined
45 66 publications on the sharing economy, with only ten of those related to hospitality and tourism.
46 This was followed by Heo's (2016) review study, which was not empirical in nature; rather, it
47 was based on a discussion of selective academic discourse on the sharing economy. Following
48 these two early studies, as academic research on the topic proliferated, researchers began to use
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larger and more updated datasets to examine the state of sharing economy literature. For example, Prayag and Ozanne (2018) examined research between 2010 and 2016 and adopted a multi-level perspective (MLP) to systematically review literature on P2P accommodation. Review studies published in 2019 (e.g., Dann et al., 2019) also largely attempted to capture the state of research pertaining to Airbnb, while ignoring other sectors of the sharing economy. While Altinay and Taheri's (2019) study was an exception to this rule, their methodological approach was based on a convenience sample of studies that emphasized the application of nine major theories (e.g., complexity theory, social exchange theory, etc.) and seven themes (e.g., trust and reputation, pricing strategies, etc.) to sharing economy research in hospitality and tourism, thus limiting its comprehensiveness.

The year 2020 witnessed the addition of six major review studies (see Table 1), which are indispensable to understanding the “intellectual structure” of research on the sharing economy (Sainaghi, Köseoglu and Mehraliyev, 2020). However, as with the previous reviews, these studies collectively represent four notable issues. First, the scope of most reviews tends to be limited to P2P accommodation platforms. While this is reflective of the fact that P2P accommodation (and Airbnb) has indeed garnered the most research attention, it excludes evidence from other sectors of the sharing economy. These other sectors are not only highly relevant to understanding hospitality and tourism phenomena—for example, tourists may use Uber at a destination, which may influence their perception of the overall experience of the destination—but may also represent a more significant economic component of the sharing economy (e.g., Airbnb's estimated revenue for 2019 is \$4.7 billion, while that for Uber is \$14.1 billion).

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3 Second, a critical review of the state of the literature on a topic can be constructed using a
4 variety of approaches and methods, each of which has its own pros and cons and can offer a
5 different and unique perspective to understanding the topic (Kim et al., 2018). However, extant
6 reviews of the literature on the sharing economy tend to rely on a single, or, at best, two
7 methodological approaches. For example, while Sainaghi and colleagues published four review
8 studies on the sharing economy in 2020, three of these studies relied on a single method only
9 (co-citation analysis or systematic literature review). Likewise, Kuhzady et al. (2020) used only
10 text analysis to categorize articles and topics.
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21 Third, the most updated review of research on the sharing economy has been conducted
22 up to October 2019 (Kuhzady et al., 2020), while all other reviews exclude the large amount of
23 important research that has been conducted in 2019 and 2020. Relatedly, while aggregating
24 sharing economy research over the timespan of the review, extant reviews do not examine the
25 temporal evolution of this research i.e., how the topics and themes examined in sharing economy
26 research have evolved over time. While Kuhzady et al.'s (2020) study is an exception to this
27 rule, they divided the timespan of their review into two distinct phases, in contrast with a more
28 continuous evolution of sharing economy research examined in the present study. A continuous
29 evolution allows researchers to more precisely identify how the nature of inquiry about the
30 sharing economy has unfolded over time and to identify opportunities for future research that
31 advance knowledge in this domain. Fourth, some reviews, such as that by Hossain (2020),
32 examine the sharing economy literature in multiple disciplines, including research in the areas of
33 policy, marketing, information systems, and sustainability. While relevant and important, such
34 reviews do not adequately illuminate the state of sharing economy research specifically in the
35 domain of hospitality and tourism.
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The present study thus addresses the need for a more comprehensive, nuanced, holistic, and updated review of the state of the hospitality and tourism literature on the sharing economy, and seeks to address the following research questions:

RQ 1. What are the key intellectual foundations of the research on the sharing economy in hospitality and tourism? How have these key foundations evolved over time?

RQ 2. What are the available future research opportunities—thematic and methodological—in the domain of the sharing economy in hospitality and tourism?

3. Research design

3.1 Article selection

In order to capture all relevant research examining the sharing economy in hospitality and tourism, a list of keywords was used to search for articles in the largest scholarly database, Scopus, through titles, keywords, and abstract. The key terms include both general terms (e.g., peer-to-peer accommodation, sharing economy) and specific brand names (e.g., Airbnb and Uber), and are included in the flowchart in Figure 1. To narrow the scope of the review, only articles published in hospitality and tourism journals in English from 2010 to May 2020 were included. While some literature reviews focus only on papers published in leading hospitality and tourism journals, research on the sharing economy is not limited to leading journals, as noted by Dolnicar (2019); thus, focusing only on select leading outlets may lead to the exclusion of highly relevant research that characterizes the domain of the sharing economy.

After generating the initial list of studies, three researchers examined all the articles in their entirety and retained only those which had the sharing economy as their main focus, for a total of 308 articles. 82 articles were excluded from the initial search based on the following

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3 criteria: 1) they misused the definition of the sharing economy; or 2) they mentioned one or more
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5 of the keywords but the article pertained to another topic; or 3) they mentioned the sharing
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7 economy as part of the article, but the discussion of it in the paper was minor. As an example of
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9 an article excluded based on the third criteria, Alrawadieh et al. (2020) identify in the abstract
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11 and manuscript of their study that disruptive business models like Airbnb pose a threat to the
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13 market share of the traditional lodging industry; however, there is no discussion of the sharing
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15 economy beyond that, and the main focus of the article is on the benefits of digital
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17 transformation of revenue management practices in the hotel industry. For all 82 articles, all
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19 three researchers unanimously agreed to their exclusion.
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31 The key information about these articles retrieved from Scopus included the citation
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33 information of author(s), document title, year, source title, citation count, source, document type,
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35 and DOI; author affiliations, abstract, keywords; content of full-length article; and references. A
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37 full list of articles identified in this critical review are included in the supplementary data file.
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42 *3.2 Data analysis* 43

44 Following the recommendations of Cheng et al.'s (2018) review of the literature on adventure
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46 tourism, a tri-method approach to performing a critical review of sharing economy research was
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48 employed, involving bibliometric (co-citation) analysis, thematic content analysis, and a
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50 quantitative systematic review. The rationale to adopting this approach is that the three methods
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52 “complement each other in a holistic, objective, and accountable manner that helps reduce the
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3 bias that is often related to traditional literature reviews and expert interviews” (p. 998). Co-
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5 citation analysis provides a clear demonstration of the structure and theoretical foundations of
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7 the sharing economy literature. The method was developed in the early 1970s and uses the
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9 frequency of two publications cited in pair to infer how the focal articles are built through its
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11 theoretical foundation and disciplinary traditions. Content analysis is either a manual or
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13 automated method that provides a text-driven review of articles to make valid inferences about
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15 key thematic areas pertaining to a topic.
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19 A quantitative systematic literature review makes possible the synthesis of a large and
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21 diverse body of research that has been conducted using varying contexts and methods. Such
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23 systematization allows for the discovery of patterns and the identification of under-researched
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25 areas within a specific topic. A systematic review uses search criteria that are clearly defined and
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27 methods that are replicable in order to select and examine extant research studies (Pickering and
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29 Byrne, 2014). A detailed explanation of these three methods can be found in Cheng et al. (2018).
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33 In the present study, for the co-citation analysis, all the articles with full references
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35 obtained from Scopus were analyzed using CiteSpace. The co-citation network was visualized
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37 using the software Gephi. It is important to note that co-citation is not aimed at identifying the
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39 relationship between focal articles, but rather the references of the focal articles and how the
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41 references appear together in pairs. The results of the co-citation analysis are presented in
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43 Figures 2 and 3. The dots and their base relationship along with the timeline in the visualized
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45 figure indicate the intellectual foundations and structure of the sharing economy during different
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47 time periods. Each color represents one core foundational area. It is important to note that if two
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49 foundational areas are connected by lines, they are related, co-foundational areas. The relative
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51 size of a dot represents its importance in its foundation area.
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3 For the thematic content analysis, word occurrence based on the abstract was performed
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5 along with the articles' publication timelines. Content analysis was first performed by using
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7 CiteSpace to generate the evolution of sharing economy research in hospitality and tourism,
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9 along with the timeline, through co-word analysis. The word analysis is based on the keywords
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11 in the selected articles, which reflect the salient information contained in them. These keywords
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13 are clustered based on their frequency of co-occurrence. The keywords that appear more often
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15 will be closely connected. The clusters along the timeline are labeled by the keyword with the
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17 highest value in centrality in its respective cluster. The number of the cluster also reflect its
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19 importance—starting with #0, which indicates highest importance (Chen, 2014). After
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21 generating the visualized map, as suggested by the literature, the researchers examined the
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23 keywords appearing in the associated articles to provide the network-based interpretation. The
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25 word bubble in the visualized figure (Figure 4), derived from the content analysis, represents the
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27 key thematic areas researched in a certain period. The line between word bubbles indicates the
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29 relationship between thematic areas.
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35 For the quantitative systematic literature review, each article was examined individually
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37 by the researchers, and information was extracted and cataloged in a number of categories,
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39 including: country and continent of author/institution affiliation, type of article (e.g., full
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41 article/research note), nature of research (e.g., empirical/conceptual), disciplinary approach,
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43 sharing economy sector, focal stakeholder(s), research method, data collection method, analysis
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45 method, sample description and sample size, country and continent of research, theoretical
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47 framework employed, key outcome variables, and the key findings and the limitations of the
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49 research study, which were also used to derive the opportunities for future research. The coding
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51 for each column was cross-examined by two researchers and refined until agreement was
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reached. A series of pivot tables was run on the data using Microsoft Excel. Analysis was run on each category of data, mapped against the year of publication, in order to identify trends, patterns, and changes in the hospitality and tourism literature on the sharing economy. Moreover, our analysis of the key categories along the timeline of our data collection mirrors the co-citation and thematic content analyses in which the evolution of the key intellectual foundations of the sharing economy research was examined.

4. Results

An analysis of the articles published during the review period indicated that research on the sharing economy in the hospitality and tourism literature has increased significantly over time, and particularly since 2016. As indicated in Table 2, in 2016, there were nine articles published on the topic, a number which subsequently increased to 33 articles in 2017, 51 articles in 2018, 123 articles in 2019 (a 141% growth rate over 2018), and 83 articles in the first five months of 2020. These results are indicative of not only the increased availability of data on the sharing economy, but also the increased importance and relevance of sharing economy research to the academic community.

Our results also indicated that the distribution of academic research on the sharing economy in hospitality and tourism is highly concentrated, with over half (56%) of the total output coming from five journals. The *International Journal of Contemporary Hospitality Management* (IJCHM) spearheaded the proliferation of research on the topic in its early days, with 16 papers published in 2017 alone. Since then, IJCHM has continued to be a leader in this area of research, joined in subsequent years by the *International Journal of Hospitality Management* (IJHM) (which published 26 papers in 2019 alone) and *Current Issues in Tourism*.

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10 *4.1 Bibliometric (co-citation) analysis*

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12 The co-citation network is presented in Figure 2. The Louvain algorithm resulted in six clusters
13 in the co-citation network. There are 129 references co-cited together with 4,161 connections.
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15 Each cluster is represented by a different color. The co-citation network resulted in a highly
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17 centralized network, which indicates the inter-dependence of the scholarly streams that have co-
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19 influenced the development of the sharing economy literature. These scholarly streams include
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21 psychological and economic perspectives from the general consumer behaviour literature (e.g.,
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23 psychological engagement), a general business perspective (e.g., consumption practices), a hotel
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25 revenue assessment perspective (e.g., hotel revenue), and impact perspectives. While these
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27 psychological and economic perspectives have provided a significant foundation to advance the
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29 sharing economy literature, they provide a relatively narrow understanding of the phenomenon.
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31 They also indicate opportunities to embrace other perspectives that could possibly diversify and
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33 broaden our understanding of the sharing economy, such as cross-cultural theories and
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35 sustainable livelihood perspectives.
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3 In addition to identifying the clusters and the relationships between them, we also map
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5 the temporal evolution of the key intellectual foundations of the sharing economy literature to
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7 examine how the nature of research on the topic has progressed. As evident in Figure 3, Cluster 0
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9 (host-guest interaction) was the foundation of the early work on the sharing economy in
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11 hospitality and tourism journals, between 2012 and 2014-2015. This first period of research
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13 highlights the alternative experience provided by these new sharing economy businesses, which
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15 enable a new type of host-guest interaction. Research from 2014-2015 onwards has been built on
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17 multiple foundations. The shift to multiple clusters indicates that the investigation of the sharing
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19 economy became more diverse than in the early phase of the first period. It clearly indicates the
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21 shift in focus from the host-guest interaction (Cluster 0) to the role of the sharing economy
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23 (Clusters 7 and 8), the differences between traditional accommodation providers and Airbnb
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25 (Cluster 10), and the sharing economy's economic impacts, psychological engagement, and
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27 value co-destruction (Clusters 1 and 4).
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33 The second period of research built on the foundations of the mainstream business
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35 literature on the sharing economy, discussing the disruptive role of sharing economy models,
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37 including clusters 7 (informal sector), 8 (engagement platform) and 14 (individual seller). The
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39 third period of research (most recent years) rests on the dominant foundation of traditional
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41 literature in consumer psychology and sociological theories (cluster 4—value con-
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43 destruction/creation, 5—repurchase intention and 6—social presence). This period also witnessed
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45 a number of studies leveraging traditional hotel research domains, such as revenue management.
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47 Notably, the recent years also proliferated studies that built on the foundation of earlier research
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49 published in hospitality and tourism journals (e.g., Tussyadiah, Mody and their colleagues),
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51 marking a stage of rapid growth of the sharing economy literature in the field.
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4.2 Thematic content analysis

Figure 4 presents the results of the thematic content analysis mapped against the timeline of publication.

Insert Figure 4 here

In early 2010, Couchsurfing was the main focus of the sharing economy literature, highlighting its critical role in providing a hospitality experience alternative to mainstream accommodation providers. Using a sociological and cultural perspective, Germann Molz (2012) highlights how the sharing economy, through CouchSurfing, changed the way hospitality is performed. Beginning in 2016, more discussions examined the boundaries of the sharing economy whilst examining the disruptive nature of its alternative experience provision, particularly in the P2P accommodation context. The study by Guttentag (2015) is perhaps the most cited article on the sharing economy. Underpinned by disruptive innovation theory, Guttentag (2015) pointed out that the rapid rise of Airbnb and its novel business model presents a distinct appeal but also imposes significant potential legal challenges.

This period (2015/2016 onwards) saw the emergence of various topics centered on the sharing economy provider's implications for tourism destinations (e.g., increased length of stay and activities in the destination: Tussyadiah and Pesonen, 2015), the hotel industry (Gutierrez et al., 2017), and the tourism market (e.g., segmentation and expectation of using Airbnb: (Guttentag et al., 2018). Airbnb dominated research during this period. A majority of research between 2016 and 2018 was focused on the customer experience of the sharing economy, with trust an important construct that is considered essential to the peer-to-peer premise of the sharing

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3 economy. For example, Wu et al. (2017) identified a variety of host attributes that help build
4 trust with potential renters and subsequently drive their purchase of short-term rentals.
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6 Regulation also emerged as an issue but was not examined in great depth, in particular
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8 empirically.
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12 The topics concerning the sharing economy became more diverse in 2019 and 2020.
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14 Online reviews as a source of data to investigate sharing economy phenomena became
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16 increasingly popular, with topics ranging from identifying service quality criteria to various
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18 travel behaviour (Cheng and Jin, 2019; Zhu et al., 2019). In particular, researchers have linked
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20 the insights identified in online reviews to booking intentions and loyalty (Cheng and Jin, 2019)
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22 and to user satisfaction (Zhu et al., 2020). The impact of Airbnb on the short-term rental sector,
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24 housing market, and the hotel industry has also been extensively investigated in the last two
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26 years, highlighting that Airbnb as the poster-child of the sharing economy has reached a stage
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28 where its impacts have grabbed the attention of society at large (Dann et al., 2019).
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33 Some topics that have been ignored in the hospitality and tourism also emerged from the
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35 thematic content analysis; these included the issue of sustainability (Cheng, Chen, et al., 2020),
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37 consumption authenticity (Mody and Hanks, 2019), specific economic impacts (e.g.,
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39 employment effects: (Dogru, Mody, Suess, McGinley, et al., 2020) , and the use of social media
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41 data as a data source. While these topics have begun to emerge in the literature, there is still a
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43 significant scope for research into these areas, as further established by the findings of the
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45 quantitative systematic literature review.
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4.3 Quantitative systematic literature review

In addition to the key intellectual foundations and thematic areas identified via the co-citation and content analyses, our systematic literature review pointed to a number of important ontological and epistemological trends in sharing economy research. We discuss these below.

4.3.1 A predominantly Western perspective to the sharing economy

Despite the significant increase in sharing economy research in recent years, the knowledge produced has been dominated by authors from “Western” institutions, conducting their research in largely Western contexts. While we identified 310 unique institutional affiliations across 48 countries, over one-fourth (26.4%) of the total output emerged from U.S. based institutions, with institutions in North America and Europe collectively comprising over two-thirds (67.9%) of the research produced on the sharing economy (please see Figure 5). This situation limits our understanding of the sharing economy, as much of the research on the topic is interpreted through a lens of Western values and understanding. Emerging evidence has shown that the Western-centric perspective might not be applicable to Confucius-dominant societies. For example, Chen (2018) highlighted that Chinese host-guest relationship, *Zhu-Ke*, is fundamentally culturally different from Western notions of hospitality in that it is based on the conventional hierarchy principle and a host-centric foundation. This observation has implications for the study of host-guest interactions in the rapidly growing sharing economy in China. Likewise, the contexts in which data were collected also skewed heavily toward Western nations, with over two-thirds (67%) of the research being conducted in North America or Europe (please see Figure 6). There are very few cross-cultural studies—less than a fourth of all research (23.05%) involves more than one country context—and when researchers from various countries

do collaborate, data are primarily collected in North America and Europe. Moreover, in much of this multi-country research, the data are combined and there is little cross-cultural comparison and/or validation of results. This results in a largely one-sided view of the phenomenon, and limits the generalizability of the results to a global context. These limitations are particularly concerning since many of the factors that contribute to a sharing economy experience, such as trust, interpersonal relationships, and sharing are social constructs that are understood and experienced differently across cultures. In this regard, research such as Boateng et al.'s (2019) study of the determinants of customers' usage of Uber using a social exchange perspective or Buchberger's (2012) study of issues of reciprocity and the social dynamics of hosting Couchsurfers in Morocco are geo-cultural exemplars for research on all sectors of the sharing economy.

Insert Figure 5 here

Insert Figure 6 here

4.3.2 Two disciplinary approaches dominate

As previously identified in the results of the co-citation and thematic content analyses, the systematic literature review validated that researchers tend to rely on two predominant disciplinary perspectives to frame and guide their research. As evident in Table 3, fifty-nine percent of all studies were in the related domains of consumer behavior and social psychology—with nearly half of them (46%) published in 2019 (a growth rate of 165% over 2018)—while another 24% of all studies adopted an economics or revenue management perspective, stimulated by Zervas et al.'s (2017) study of Airbnb's impact on Texas hotels. Together, these four

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3 disciplines proliferated during the third period of research, as previously identified in Figures 2
4 and 3, and comprised 83% of all sharing economy research in hospitality and tourism. Such
5
6 and 3, and comprised 83% of all sharing economy research in hospitality and tourism. Such
7
8 concentration of disciplinary perspectives limits the nature of the knowledge that emerges, since
9
10 researchers tend to (re-)use outcome variables common to that discipline (please see Table 4).
11

12 For example, in the domain of consumer behavior/social psychology, intention to use/re-
13 use a sharing economy platform comprised 13.6% of all studies in our review, with other studies
14 focusing on “typical” consumer behavior variables such as satisfaction and loyalty. These
15
16 outcome variables also point to a “pro-innovation bias” in consumer behavior and social
17
18 psychology research in the sharing economy, with researchers focusing mainly on positive
19
20 customer responses and ignoring interesting and meaningful outcomes such as consumer
21
22 discontinuance (Huang et al., 2020).
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28 The economics/revenue management-oriented studies have largely sought to explain key
29 performance metrics such as price, demand, and revenue/performance for sharing economy
30
31 platforms, namely Airbnb, and/or traditional incumbents impacted by the sharing economy,
32
33 namely hotels. Moreover, several studies (e.g., Xie and Mao, 2019) have sought to examine the
34
35 revenue management practices of different types of accommodation hosts (individual vs.
36
37 professional), in light of the recognition of the increasing “professionalization” of sharing
38
39 economy platforms—i.e., the offering of supply by business micro-entrepreneurs (Xie and Chen,
40
41 2019), Airbnb in particular (Dogru, Mody, Sues, Line, et al., 2020). Yet, there remains a dearth
42
43 of knowledge from the perspective of other disciplinary domains, which can only serve to
44
45 broaden our understanding of the sharing economy. In this regard, Cheng, Zhang, et al.'s (2020)
46
47 third-period study on Airbnb’s boundary-spanning online community represents a timely
48
49 addition of an organizational-theory perspective to understanding the sharing economy. There is
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3 also a need for more multi-disciplinary efforts at examining a variety of sharing economy topics
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5 to add to the theoretical and empirical repertoire of the knowledge created.
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10 *Insert Table 3 here*
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14 *Insert Table 4 here*
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19 *4.3.3 Limited theoretical engagement: theory application and theory development*

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21 Our analysis indicated that researchers' engagement with theory is weak in the sharing economy
22
23 discourse, as evidenced by two trends. First, despite the fact that the sharing economy is rooted
24
25 in sociological and psychological shifts in human behavior, only 6.5% of studies were
26
27 conceptual, with virtually no emic development of theory. Second, as seen in Table 5, more than
28
29 half of the studies in our review (51.2% of total studies) were a-theoretical, failing to identify the
30
31 use of any particular theory to frame their operationalization. Even when (empirical) studies do
32
33 incorporate extant theory, most use it to justify a pre-conceived and/or peripheral model, rather
34
35 than deeply engaging with the tenets of the theory.
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40 Contrary to the other variables of the systematic literature review, which demonstrated a
41
42 depth of understanding of the sharing economy, but not breadth, researchers identified using 115
43
44 different theories to understand the sharing economy, with 86.1% of these theories having been
45
46 used only once [for example, Kwok and Xie's (2018) use of similarity attraction theory or Han et
47
48 al.'s (2019) use of Aristotle's appeals to explain a guest's Airbnb purchase decision]. Nearly a
49
50 third of studies (32.1%) using the revenue management perspective leveraged hedonic pricing
51
52 theory, which is the most common theory adopted in sharing economy research in hospitality and
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3 tourism. For example, Chen and Xie (2017) developed a hedonic pricing model to test the effects
4
5 of several utility-based attributes on consumers' valuation of Airbnb listings. Overall, however,
6
7 our analysis indicated that theoretical application and development is overshadowed by a
8
9 "number-crunching" mentality that limits deeper understanding of the sharing economy
10
11 phenomenon, as evidenced in the trend below.
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17 *Insert Table 5 here*
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21 *4.3.4 A lack of diversity in research approaches and methods*

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23 As with the disciplinary perspectives identified above, our analysis indicated that the research
24
25 approaches and methods of data collection and analysis adopted by sharing economy researchers
26
27 were quite unidimensional. Over 65% of studies used quantitative methods, 21.8% were
28
29 qualitative, and only 6.2 % used mixed methods, a statistic that has not increased proportionally
30
31 to the overall research output on the sharing economy (please see Table 6). The quantitative
32
33 studies aligned with consumer behavior and social psychology tended to use survey-based
34
35 methods, while those using an economics or revenue management perspective largely adopted
36
37 secondary data collection, which was the most commonly used among all methods (35.7% of all
38
39 studies). In particular, researchers obtained secondary data via webscraping or through readily
40
41 available sources such as InsideAirbnb.com and AirDNA, enabling the proliferation of the third
42
43 period of research identified above (2016/2017 onwards). Survey respondents were sourced
44
45 from a variety of platforms, with MTurk being the most popular.
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51 The lack of mixed methods studies is also indicative of the lack of theory development in
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53 sharing economy research, a process that typically entails using multiple methods in multiple
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3 research contexts to validate findings and develop generalizable knowledge of a phenomenon.
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5 Even within the qualitative studies, interviews and secondary data collection were predominant,
6
7 demonstrating that researchers are not fully leveraging the breadth of insights that different types
8
9 of qualitative data can provide (e.g., image-based or video data). The notable dearth of
10
11 qualitative and ethnographic studies also leads to an inability to truly capture the nature of host-
12
13 guest and guest-guest interactions and relationships, leading to a shallow understanding of the
14
15 dyadic nature of the sharing economy. In this regard, Bialski's (2012) multi-method study,
16
17 including autoethnography, of the process by which two strangers become close using
18
19 Couchsurfing's planned encounters, offers an excellent but unfortunately uncommon example of
20
21 a deeper epistemological engagement with the sharing economy phenomenon.
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26 Additionally, within the types of research, there was a concentration in the methods of
27
28 analysis used. As seen in Table 7, quantitative studies relied heavily on regression (27.3% of
29
30 total studies); in particular, to analyze the outcome variables associated with economics/revenue
31
32 management domain (price, demand, revenue/performance, etc.). SEM-based analyses (14.6% of
33
34 total studies) generally analyzed the outcome variables associated with the consumer
35
36 behavior/social psychology domain (intention to re-use, satisfaction, loyalty, etc.), while
37
38 qualitative studies primarily used content and thematic analysis (17.9% of total studies). The use
39
40 of a wider variety of disciplinary approaches and methods of data collection and analyses would
41
42 help provide a more holistic view the sharing economy.
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47 Interestingly, we also found that research conducted in North America (by authors in
48
49 North American institutions) tended to be largely quantitative (84.4% of the time), while
50
51 research conducted in Europe (33.3%) and in multiple contexts (i.e., countries/continents
52
53 (36.2%) tended to use more qualitative and mixed method approaches. This may be due to the
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3 availability of better and more readily available secondary data in the North American context,
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5 and/or the quantitative bent of the researchers in this part of the world.
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14 *Insert Table 7 here*
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19 *4.3.5 Focusing on the customer at the expense of other stakeholders*

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21 As the body of research on the sharing economy has expanded in the last decade, the majority of
22
23 work has been conducted from a guest/customer perspective. Over 30% of studies focused solely
24
25 on the customer (Table 8). Much work has been done on customer motivations, preferences,
26
27 behaviors, attitudes, and decision-making when choosing to participate in the sharing economy.
28
29 However, much less research has focused on other key stakeholders. A little over 14% of the
30
31 studies analyzed focused on the sharing platform, and only 6.5% addressed host needs, attitudes,
32
33 and behaviors, and other dynamics. The scant research from the host perspective focuses mainly
34
35 on the economics of hosting, ignoring the interpersonal aspects of the host-guest and host-
36
37 platform relationships.
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42 Although more recent research (in and after 2019) has begun to examine the sharing
43
44 economy from the perspective of other stakeholders—such as residents, incumbent industries,
45
46 destinations, and academia—we have a limited understanding of the dynamic interplay between
47
48 the different and multiple stakeholders that comprise the sharing “ecosystem” (Wirtz et al.,
49
50 2019). In this regard, Dogru, Mody, Suess, McGinley, et al.'s (2020) study on Airbnb’s effects
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52 on tourism industry employment at the destination level and Chung's (2017) research on how
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3 online friendships between local residents and tourists are made in a not-for-profit sharing
4
5 economy platform are noteworthy examples of research that focuses on stakeholders beyond the
6
7 customer or the platform. Moreover, examining the same issue from the perspective of multiple
8
9 stakeholders in the same study can offer more nuanced insights into the sharing economy and
10
11 create knowledge that is inherent to the domain. For example, in addition to examining value co-
12
13 creation and value co-destruction as perceived by Airbnb customers, Camilleri and Neuhofer's
14
15 (2017) study could have incorporated host perspectives of social practices that contribute to
16
17 value formation.
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24 *Insert Table 8 here*
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28 *4.3.6 Research on Airbnb overshadows other sectors of the sharing economy*

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30 **As seen in Table 9**, the vast majority of research on the sharing economy centers focuses on the
31
32 accommodation sector (90.9% of total studies), and more specifically on Airbnb (62.7% of all
33
34 studies). As previously indicated, while Couchsurfing was the focus of research on the sharing
35
36 economy in the first period, the exponential growth of Airbnb, accompanied by its extensive
37
38 coverage in popular media, has resulted in the company becoming the poster-child of the sharing
39
40 economy (Dann et al., 2019). Additionally, and as indicated above, data on Airbnb has become
41
42 easy to access and inexpensive, with businesses such as AirDNA providing ready-to-use
43
44 secondary datasets, contributing to the proliferation of research on the company in the third
45
46 period; nearly three-fourths (72%) of output in the research-prolific year of 2019. Unfortunately,
47
48 the excessive focus on Airbnb leaves significant gaps in the body of knowledge, as other
49
50 accommodation platforms and sectors of the sharing economy, such as transportation and
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3 experiences, are largely ignored. Of note, we found only a handful of articles on experience
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5 sharing, local guide sharing, and meal sharing. Each of these sectors represents an important and
6
7 growing segment of the sharing economy and warrants more research to better understand how
8
9 they impact the hospitality and tourism industry as a whole.
10
11

12 For example, while Uber and Airbnb operate under a similar P2P business model, they
13
14 present distinct differences in terms of the user experience and how users and drivers/hosts are
15
16 connected through algorithmic management. In Uber, users are algorithmically assigned to a
17
18 driver, but in the case of Airbnb, the user plays an active role in selecting their host. Even within
19
20 the P2P accommodation sector, Chinese P2P platform Xiaozhu and Airbnb are different in terms
21
22 of their operational practices and features. Importantly, the tourism system now involves many
23
24 sharing economy players and it is still unknown how these players when integrated co-influence
25
26 the tourist experience.
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30 Thus, while the dynamics of these other sectors—from the perspective of their various
31
32 stakeholders such as customers, suppliers/providers/hosts, platforms and others—may be
33
34 different and unique, our perception of the sharing economy is largely colored by deep
35
36 knowledge of Airbnb and the accommodation sector. In this regard, research such as that by
37
38 Mhlanga (2020) on the impact of meal-sharing platforms on incumbent restaurant performance
39
40 or Furunes and Mkono's (2019) examination of workforce and customer experiences related to
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42 P2P foodservice delivery are critical to advancing a more holistic understanding of the sharing
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44 economy phenomenon.
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Discussion and future research

The purpose of the present study was to critically review the hospitality and tourism literature on the sharing economy. We adopted a comprehensive tri-method approach using bibliometric (co-citation) analysis, thematic content analysis, and a quantitative systematic review to 1) identify the key intellectual foundations of sharing economy research and their evolution over time, and 2) identify opportunities for future research on the sharing economy. The findings from the three methods were coherent and provide a clear picture of the fact that while research on the sharing economy in hospitality and tourism has achieved significant depth, the breadth of our understanding of this area remains somewhat limited. Each of the three periods of research on the sharing economy were marked by a focus on specific thematic areas, with researchers demonstrating limited theoretical engagement and employing a limited range of methods and perspectives (disciplinary, stakeholders, sectors) to examine these themes. These observations point to several opportunities that future researchers can pursue to advance a more nuanced and holistic understanding of the sharing economy. We present these research opportunities, in addition to those alluded to above, in Table 10. Consistent with Prayag and Ozanne (2018), we structure the thematic research opportunities using a multi-level perspective (MLP).

The macro-level domain of the MLP includes research that examines the sharing economy at the level of societies, cultures, countries, regions, and political and economic systems. Our analysis indicated that the macro impacts of sharing economy were less discussed and empirically examined in extant research, mainly due to challenges with the availability of data and/or the complexity of macro-level issues (e.g., platform governance, or regulation). This observation was especially evidenced in the disciplinary foci of extant research—consumer behavior and social psychology and economics and revenue management—and on the focus on

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2
3 outcomes variables of relevance mainly to the meso and micro-level domains of the sharing
4 economy. On the other hand, research outside of the field of hospitality and tourism has begun to
5 examine macro-level issues such as the factors that influence the entry of sharing economy
6 providers, including industry growth, and how the availability of underutilized resources
7 increases entry onto the platforms while the strictness of regulation reduces the likelihood of
8 entry (Gerwe et al., 2020).
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17 While this emerging evidence provides much needed insights, a fuller picture of the
18 macro level of the sharing economy still remains unclear. Questions have been raised in the
19 literature in relation to the economic, social, political, technological, and ecological sustainability
20 of the sharing economy, particularly with the dramatic impacts of the COVID-19 pandemic.
21 COVID-19 has inevitably challenged the sustainability of sharing economy business models. For
22 example, Chen et al. (2020) found that Airbnb hosts in greater Sydney suffered a revenue loss
23 that was 6.5 times more than the Airbnb platform itself. With hosts not being eligible for
24 financial aid offered by the government, unlike traditional businesses like hotels, the COVID-19
25 pandemic demonstrates the vulnerability of the sharing economy during a time of crisis,
26 widening public debate on the sharing economy's contribution to sustainable tourism.
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40 At the same time, some of the issues raised by the extant literature about sharing
41 economy models might no longer be perceived as important issues by various stakeholders. For
42 example, local residents' lobbying against Airbnb-like platforms on the basis of their impacts on
43 the long term rental market (Mody et al., 2020) might no longer be valid as evidence shows that
44 more professional Airbnb hosts are considering shifting to long-term rental for Airbnb (Dolnicar
45 and Zare, 2020) following COVID-19. It will be timely to examine whether such issues will still
46 be prevalent or whether new issues will arise in the rapidly evolving macro-environment.
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3 In addition to these macro-level questions about how sustainability is conceptualized and
4 measured in the sharing economy and the organizational resilience of sharing economy
5 businesses, issues of platform governance and regulation in response to the sharing economy's
6 various impacts—including environmental sustainability, algorithmic management, and
7 platforms' entry into stock market—warrant examination. For example, by understanding how
8 algorithmic management works in the sharing economy, platforms can provide evidence to
9 regulatory authorities in formulating relevant strategies, and, to some extent, regulation to
10 reduce adverse outcomes on society, including potential digital discrimination (Cheng and
11 Foley, 2018).
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24 Moreover, the macro-level of the sharing economy can particularly benefit from
25 researchers adopting a wider range of disciplinary perspectives and from multi-disciplinary
26 efforts. For example, the ecological impacts of the sharing economy are particularly complex
27 (Frenken and Schor, 2017), and require further research to challenge previous notions of the
28 assumed environmental sustainability of the sharing economy. In this regard, Cheng, Chen, et
29 al.'s (2020) study that combines a framework and methodology from tourism, environmental
30 engineering, and geography reminds us that going beyond calculating the direct carbon footprint
31 of Airbnb to including the company's induced carbon footprint paints a different picture of the
32 its environmental impacts. As such, evidence from these macro-level areas of future research
33 will enable stakeholders to formulate informed strategies for the long-term sustainability of the
34 sharing economy.
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49 The meso-level domain includes issues that impact organizations, such as local
50 communities, businesses, industry associations, and traditional incumbent providers, such as
51 hotels. The meso-level analysis of the sharing economy literature indicated that more research is
52 needed on the impacts of and on sharing economy entities, such as traditional hotels and sharing
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3 platform companies. Extant research included in this review regarding these issues focused
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5 mainly on supply and demand, such as examining the impact of Airbnb supply on hotel industry
6
7 demand using economics and revenue management perspectives. While these will continue to be
8
9 important and warrant further research, impending developments highlight the need for a deeper
10
11 examination of important meso-level questions.
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15 For example, the onset of COVID-19 has resulted in low hotel occupancy and low room
16
17 rates, particularly in vacation destinations, due to travel restrictions imposed by local and
18
19 regional governments. This will undoubtedly change the nature of the delicate equation between
20
21 the supply of homesharing properties and traditional hotel offerings, as price and availability
22
23 fluctuate in the different stage of the pandemic. This may affect other micro and macro-level
24
25 issues, such as marketing and regulation. Indeed, many cities have already taken advantage of
26
27 the vacancies of homesharing properties to reclaim them for long-term rental housing for locals
28
29 (Bevins, 2020). Likewise, the body of knowledge about consumer psychology when choosing
30
31 between traditional hotels and homesharing options will need to be updated in an environment
32
33 where such important decision-making elements as price and availability are rendered less
34
35 important, and issues such as hygiene and safety become paramount. Technological
36
37 advancements will also impact meso-level considerations for sharing economy research. For
38
39 example, the advent of autonomous cars will undoubtedly impact the consideration set of a
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41 consumer deliberating transportation, with untold effects on the ridesharing industry.
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47 The impact of the sharing economy on destinations and host communities emerged in
48
49 our analysis as a vastly under-researched area in the hospitality and tourism literature. While
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51 some articles did address these issues, there is still a great deal to be known about how a sudden
52
53 influx of tourism, made possible by the availability of additional lodging in the form of
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55 homesharing,
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3 impacts not only the economic situation of a community but also the social and cultural
4
5 dimensions of host cities. Moreover, with the COVID-19 pandemic, will destinations and locals
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7 demonstrate greater pushback towards visitors in their communities? Will they demonstrate
8
9 support for stricter regulations and requirements, such as proof of vaccination prior to issuing
10
11 visas or allowing entry to travelers?
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15 For example, local pushback towards Airbnb listings in Lake Tahoe led the company to
16
17 ask visitors to sign an attestation form that their stay is permitted within local guidelines before
18
19 booking (Thomas, 2021). In particular, the sharing economy's contribution to overtourism, an
20
21 issue that has received considerable media coverage but not academic attention (e.g., Tait, 2020),
22
23 should form an important component of future meso-level research that impacts platforms,
24
25 incumbents, communities, and the tourism industry at the destination as a whole. Specifically, an
26
27 understanding of strategies that can mitigate the sharing economy's contribution to overtourism
28
29 holds immense academic and practical value.
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34 The micro-level domain addresses the impact of the sharing economy on individuals and
35
36 relationships, including consumers and suppliers. While research on the customer experience has
37
38 proliferated in recent years, as evidenced in high percentage of studies focusing on the customer
39
40 (nearly one-third of the total) and the disciplinary foci of consumer behavior and social
41
42 psychology, there remains an opportunity to expand the inquiry in two key ways. First, our
43
44 results indicated that the overwhelming majority of sharing economy research has been
45
46 conducted on P2P accommodation, at the expense of other sharing economy sectors, such as
47
48 transportation, meal sharing, and experience sharing. In order to obtain a more holistic
49
50 understanding of the sharing economy, it is imperative that research on the nature of the
51
52 customer experience be initiated in these supplementary and growing meso-level domains of the
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3 sharing economy. For example, in a recent study (outside the scope of the present review), Lin et
4
5 al. (2021) identified several motivational differences between participation in P2P dining, as a
6
7 novel product in local and overseas food tourism, and conventional dining. Second, there
8
9 remains a need for research that examines the changing nature of the customer experience, as
10
11 enabled by trends in the respective meso-sectors of the sharing economy. For example,
12
13 accelerated by the restrictions on movement due to the COVID-19 pandemic, Airbnb and
14
15 Amazon both launched online tours and experiences platforms that add a P2P component to
16
17 “virtual tourism” (Porter, 2020): how do these virtual experiences affect how travelers
18
19 experience a destination and its culture?
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23
24 From a supplier perspective, while much research has examined P2P accommodation
25
26 hosts’ attributes and how these impact listing performance using secondary, indicative data,
27
28 primary research that examines different dimensions of suppliers’ actual behavior is limited. For
29
30 example, in the case of P2P accommodation, do hosts actively or passively manage pricing
31
32 decisions? To what extent are suppliers across the various sharing economy sectors service-
33
34 oriented? How do they review customers? Does participating in the sharing economy enhance
35
36 supplier well-being? Additionally, very little work has been done on individuals who
37
38 simultaneously act as consumer and host (“prosumers”), despite the fact that this is a common
39
40 occurrence in the sharing economy. These issues, among others, bear future consideration at the
41
42 micro-level of the sharing economy.
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47 In addition to the thematic research opportunities, our findings point to several
48
49 methodological considerations for future research (Table 10). In general, extant research on the
50
51 sharing economy has been largely conducted in Western contexts, using either survey data (from
52
53 MTurk) or secondary data. There is a significant lack of diversity in contexts, data collection
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3 methods, sample populations, outcome variables, and analysis methods. Hospitality and tourism
4
5 researchers should use these gaps as inspiration for conducting studies using a variety of
6
7 contexts, research designs, and analysis methods, in order to deepen our understanding of the
8
9 phenomenon. While some of these gaps are not unique to the sharing economy, but applicable to
10
11 hospitality and tourism research more generally, they bear mention since they have important
12
13 consequences for the nature and scope of knowledge that is created about the sharing economy.
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20 *Insert Table 10 here*
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24 Most importantly, the results of this study highlighted the fact that extant research has
25
26 primarily been concerned with the “what” of the sharing economy, while largely ignoring the
27
28 questions of “why” and “how.” The use of survey data and secondary data is useful for
29
30 describing the phenomenon (the “what”), but stops short of providing a full picture of the
31
32 mechanisms through which the sharing economy works (the “how”). Our suggestions for future
33
34 research to address the how questions are significantly covered in Table 10. Moreover, because
35
36 the majority of past studies either have no theoretical basis or seem to merely use existing
37
38 theories as a post-hoc justification for data mining exercises, little is understood about the
39
40 subjective experiences, psychological factors, and emotional mechanisms that underlie the why
41
42 of the sharing economy; thus theory development and expansion has been lacking in the sharing
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44 economy literature.
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49 Future research could focus on creating and enhancing theory in the sharing economy
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51 domain. In particular, researchers could develop more conceptual and positioning papers to
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53 propose ideas that challenge our understanding of the sharing economy and encourage future
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3 scholars to go beyond the current thematic and methodological limitations of literature on the
4
5 topic. The use of disciplinary approaches beyond the four predominant ones identified in the
6
7 present study will further enhance both theory application and theory development. Moreover,
8
9 the use of inductive methodological approaches, beyond the current focus on quantitative data
10
11 collection and analysis, can enable researchers to explore the why behind the sharing economy
12
13 from a consumer, provider, and other stakeholder perspective.
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15

16
17 In comparison with previous literature reviews on the sharing economy, the salience of
18
19 this critical review lies in its comprehensiveness of scope, methodology, and timespan. A
20
21 significant limitation is that the timeline under investigation predates the onset of COVID-19,
22
23 which has proven to be a major disruptor to the hospitality and tourism industry. However, the
24
25 articles chosen for this critical review covered a timespan that ended in May 2020; while
26
27 COVID-19 had already significantly impacted the hospitality and tourism industry by then, all of
28
29 the studies reviewed had collected data and been accepted/published prior to the onset of the
30
31 pandemic. Thus, the present review represents the largest and most comprehensive assessment of
32
33 the state of research on the sharing economy in hospitality and tourism journals prior to
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35 COVID-19, and, as such, can serve as a valuable baseline for future reviews of sharing economy
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37 research during and after the pandemic.
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3 **Table 1.** Previous review studies on the sharing economy: key findings and limitations
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5 Author and 6 Year	Title	Key findings	Limitations
7 Cheng (2016b)	<i>Sharing economy: A review and agenda for future research</i>	<ul style="list-style-type: none"> 8 ■ Identified three broad areas of foci with sharing economy research in general: (1) Sharing economy's business models and its impacts, (2) nature of the sharing economy, and (3) Sharing economy's sustainability development as well as two areas of foci in tourism and hospitality specifically: (1) Sharing economy's impacts on destinations and tourism services (2) Sharing economy's impacts on tourists 9 ■ The sharing economy has a strong intellectual tradition from lifestyle and social movement field, consumption practice and sharing paradigm 	<ul style="list-style-type: none"> 10 ■ Scope: Largely focused on research in non-hospitality and tourism journals 11 ■ Methodology: Used co-citation analysis and content analysis 12 ■ Timespan: 66 articles between 2010 and 2015; does not include the recent proliferation of research (2016-2020), which has been substantial
20 Heo (2016)	<i>Sharing economy and prospects in tourism Research</i>	<ul style="list-style-type: none"> 21 ■ Identifies the topics covered by early research on the sharing economy, such as its impact on the traditional hospitality sector, and offers suggestions for future research (much of which has been conducted since) 	<ul style="list-style-type: none"> 22 ■ Methodology and output: Not an empirical, rather a discussion-based review based on selective discourse on the sharing economy 23 ■ Timespan: published in 2016; does not include the recent proliferation of research (2017-2020), which has been substantial and important to defining the study of the sharing economy
24 Prayag and 25 Ozanne (2018)	<i>A systematic review of peer-to-peer (P2P) accommodation sharing research from 2010 to 2016: progress and prospects from the multi-level perspective</i>	<ul style="list-style-type: none"> 26 ■ Adopted a multi-level perspective (MLP) to conceptualize the literature on the sharing economy 27 ■ Identified seven key themes: conceptual development; regulation; macrolevel impacts; regime response; host behavior; guest/host experience; and marketing issues 	<ul style="list-style-type: none"> 28 ■ Scope: Only reviewed P2P accommodation 29 ■ Methodology and output: Used quantitative systematic review only 30 ■ Timespan: 71 articles between 2010 and 2016; does not include the recent proliferation of research (2017-2020), which has been substantial
31 Guttentag 32 (2019)	<i>Progress on Airbnb: a literature review</i>	<ul style="list-style-type: none"> 33 ■ The majority of Airbnb research has been published quite recently, often in hospitality/tourism journals, and the research has been conducted primarily by researchers in the USA/Canada and Europe 34 ■ Papers on the sharing economy divided into six thematic categories: Airbnb guests, Airbnb hosts, Airbnb supply and its impacts on destinations, Airbnb regulation, Airbnb's impacts on the tourism sector and the Airbnb company 	<ul style="list-style-type: none"> 35 ■ Scope: Only reviewed Airbnb, not P2P accommodation as a whole or other sectors of the sharing economy 36 ■ Methodology: Used thematic content analysis only 37 ■ Timespan: Articles up to October 2018; does not include the recent proliferation of research (2019-2020), which has been substantial

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		<ul style="list-style-type: none"> Consistent findings have begun to emerge on several important topics, including guests' motivations and the geographical dispersion of listings 	
Ozdemir and Turker (2019)	<i>Institutionalization of the sharing in the context of Airbnb: a systematic literature review and content analysis</i>	<ul style="list-style-type: none"> Academic literature and public media articles covered parallel themes pertaining to the sharing economy, including legal issues, social issues, economic issues, Airbnb's public relations and publicity, benefits, Airbnb's impact on destinations, hotel competition, nature of the sharing economy Themes including technology, customer behavior and sustainability were unique to academic literature, while CSR, safety and security, growth, politics, and insurance were unique to media articles on the sharing economy 	<ul style="list-style-type: none"> Scope: Media articles analyzed pertaining to Airbnb only and not other sectors of the sharing economy Methodology and output: Used quantitative systematic literature review only. Limited sample of 56 journal articles on the sharing economy. Does not identify research gaps and opportunities for future research Timespan: Articles up to December 2017; does not include the recent proliferation of research (2018-2020), which has been substantial
Dolnicar (2019)	<i>A review of research into paid online peer-to-peer accommodation: Launching the Annals of Tourism Research Curated Collection on peer-to-peer accommodation</i>	<ul style="list-style-type: none"> Offers a knowledge map along the two dimensions of <i>topics investigated</i> (P2P networks and "the environment", "public policy", "society", "tourism industry"), and <i>form of knowledge generated</i> (concepts, associations, and causes-and-effects) 	<ul style="list-style-type: none"> Scope: Only reviewed P2P accommodation Methodology and output: Lack of a documented, systematic method of analysis, which precludes duplication Timespan: Articles up to October 2018; does not include the recent proliferation of research (2019-2020), which has been substantial
Altinay and Taheri (2019)	<i>Emerging themes and theories in the sharing economy: a critical note for hospitality and tourism</i>	<ul style="list-style-type: none"> Identifies the application of nine major theories—theory of planned behavior, complexity theory, social exchange theory, NAM, value co-creation, transaction cost theory, social comparison theory, SCT, and S-O-R—and seven key themes—trust and reputation, disruptive customer behaviors, consumer choice and segmentation, pricing strategies, socially excluded customers, traveler personality, and customer satisfaction—to sharing economy research in hospitality and tourism 	<ul style="list-style-type: none"> Methodology and output: Lack of a documented, systematic method of analysis, which precludes duplication. Less emphasis on research gaps and opportunities, but more on what has already been done. Gaps identified appear disconnected from findings
Dann, Teubner, and Weinhardt (2019)	<i>Poster child and guinea pig – insights from a structured literature review on Airbnb</i>	<ul style="list-style-type: none"> Research on Airbnb is highly diverse in terms of domains, methods and scope; motives for using Airbnb are manifold (e.g. financial, social and environmental); trust and reputation are considered crucial; the platform's variety is 	<ul style="list-style-type: none"> Scope: Only reviewed Airbnb, not P2P accommodation as a whole or other sectors of the sharing economy Methodology and output: Classification of studies into a-priori themes via quantitative systematic review, in contrast with topics emerging from the data

1		reflected in prices; and the majority of work is based on surveys and empirical data while experiments are scarce	
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6		<ul style="list-style-type: none"> The set of under-represented areas includes cross-cultural investigations, field experiments and audit studies, the consideration of dynamic processes (e.g. based on panel data), Airbnb's "experiences" and automated pricing algorithms and the rating distribution's skewness 	
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12	Belarmino and Koh (2020)	<i>A critical review of research regarding peer-to-peer accommodations</i>	<ul style="list-style-type: none"> Topics explored in the sharing economy literature on P2P accommodation include: consumer behavior, legal issues, conceptualizing P2P accommodations, in the sharing economy, revenue management, trust and mistrust, P2P accommodations and hotels, owner motivations, affordable housing concerns, and emerging fields Scope: Only reviewed P2P accommodation Methodology: Descriptive analysis and text mining for commonly used words Timespan: Articles between 2010 and 2017; does not include the recent proliferation of research, which has been substantial
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20	Kuhzady, Seyfi, and Béal (2020)	<i>Peer-to-peer (P2P) accommodation in the sharing economy: a review</i>	<ul style="list-style-type: none"> Airbnb is a major focus for tourism scholars The provision of authentic experiences, environmental concerns, and socialization are important themes in P2P accommodation research, with trust and negative attitudes of established businesses and government regarded as the main barriers of P2P development Study examines the evolution of sharing economy literature between 2000 and 2015 and 2016-2019 Scope: Only reviewed P2P accommodation Methodology and output: Used quantitative systematic review only. Less emphasis on research gaps and future opportunities, more on what has already been done. Focus on topics and not foundational areas of research
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29	Sainaghi (2020)	<i>The current state of academic research into peer-to-peer accommodation platforms</i>	<ul style="list-style-type: none"> Topics explored in the sharing economy literature on P2P accommodation include: P2P platforms (business model), demand-side studies, hosts (performance, pricing, and location patterns), guest-host relationships, economic impact studies, social impact, regulation, and literature review studies on the sharing economy Scope: Only reviewed P2P accommodation Methodology and output: Classification of studies into (eight) a-priori topics via quantitative systematic review, in contrast with topics emerging from the data. Focus on topics and not foundational areas of research Timespan: Articles up to December 2018; does not include the recent proliferation of research (2019-2020), which has been substantial
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37	Sainaghi and Baggio (2020)	<i>Clusters of topics and research designs in peer-to-peer accommodation Platforms</i>	<ul style="list-style-type: none"> Study uses a unique cross-citation approach P2P accommodation research can be grouped in nine clusters structured around six blocks: conceptual studies, hotel industry, local Scope: Only reviewed P2P accommodation Timespan: Articles up to November 2018; does not include the recent proliferation of research (2019-2020), which has been substantial
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		<p>destination, hosts, host-guest relationship, and guest</p> <ul style="list-style-type: none"> Multiple appendices detail different variables (e.g., sampling, methodology, theory) by cluster 	
Sainaghi, Koseoglu, and Mehraliyev (2020)	<i>The intellectual structure of the sharing economy</i>	<ul style="list-style-type: none"> The intellectual structure of sharing economy research centers around five clusters: (i) the constituent elements of sharing, (ii) the sharing economy and the sharing phenomenon, (iii) noncommercial website platforms and the social impact generated by sharing firms, (iv) economic impacts, and (v) some negative impacts 	<ul style="list-style-type: none"> Scope: Only reviewed P2P accommodation Methodology and output: Used co-citation analysis only. 99 out of initial sample of 189 papers used. Less emphasis on research gaps and opportunities, but more on what has already been done Timespan: Articles up to November 2018; does not include the recent proliferation of research (2019-2020), which has been substantial
Sainaghi, Koseoglu, d'Angella, and Mehraliyev (2020)	<i>Sharing economy: a co-citation analysis</i>	<ul style="list-style-type: none"> The intellectual structure of sharing economy research centers around four clusters: economic and social impacts, foundation studies rooted in sociological mechanisms, authenticity and disruptive innovation, and traveler motivations and behavior 	<ul style="list-style-type: none"> Scope: Only reviewed P2P accommodation Methodology and output: Used co-citation analysis only. 79 out of initial sample of 194 papers used. Less emphasis on research gaps and opportunities, but more on what has already been done Timespan: Articles up to March 2018; does not include the recent proliferation of research (2018-2020), which has been substantial

Table 2. Number of publications per year by outlet

Journal title	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
International Journal of Hospitality Management					1	4	9	26	10	50
International Journal of Contemporary Hospitality Management						16	6	11	2	35
Current Issues in Tourism			1	1			4	16	13	35
Annals of Tourism Research		1			2	4	1	10	9	27
Tourism Management					2	2	4	8	10	26
International Journal of Culture, Tourism, and Hospitality Research						1	1	11	2	15
Journal of Travel Research					1	1	1	6	5	14
Journal of Travel and Tourism Marketing						1	8	3		12
Tourism Economics							2	4	4	10
Tourism Management Perspectives					1		2	3	2	8
International Journal of Tourism Cities								5	3	8
Journal of Hospitality and Tourism Management									7	7
Hospitality and Society	5						2			7
Other				1	2	4	11	20	16	54
Total	5	1	1	2	9	33	51	123	83	308

Table 3. Primary disciplinary approach adopted

Disciplinary approach	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
Consumer behavior				1	2	13	20	53	26	115 (37.3%)
Social psychology	4		1		4	5	16	24	13	67 (21.8%)
Economics					1	1	7	15	22	46 (14.9%)
Revenue management/pricing						4	2	12	10	28 (9.1%)
Social science (economics and sociology)						1	1	6	3	11
Sociology	1				1	2	1	3		8
Organizational theory							1	2	2	5
Behavioral psychology						2	1	2		5
Business model						2	1	1	1	5
Behavioral economics						2		1		3
Sustainability								2		2
Host behavior									2	2
Ecology									2	2
Linguistics							1			1
Philosophy		1								1
Geography						1				1
Multiple					2			2	2	6
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 4. Key outcome variables by disciplinary approach

Discipline/key outcome variable	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
Consumer behavior/social psychology					4	10	15	61	30	120 (39%)
Intention to use/re-use						5	8	17	12	42 (13.6%)
Satisfaction and loyalty					2		2	10	1	15
Decision to choose/book					1	1	2	5	2	11
Review/rating						1		6	3	10
Other					1	3	3	23	12	42
Economics/revenue management					1	6	7	28	29	71 (23.1%)
Revenue/performance						2	1	8	8	19
Price						2	2	7	6	17
Demand						2	3	1	4	10
Other					1		1	12	11	25
None (no specific outcome variable)	5	1	1	2	4	16	28	33	22	112 (36.4%)
Other						1	1	1	2	5
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 5. Theories used

Theory	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
A-theoretical	3		1	1	8	18	27	63	37	158 (51.3%)
Hedonic pricing theory						1	1	5	2	9
Motivational theory								1	5	6
Disruptive innovation theory				1		2	1	1	1	6
Value co-creation						2		1	1	4
Social exchange theory						1		3		4
Other	2	1	0	0	1	9	22	49	37	121
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 6. Primary research method and data collection strategy

Research method and data collection	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
Quantitative				1	4	25	32	82	57	201 (65.3%)
Secondary data collection					1	11	14	47	37	110 (35.7%)
Online survey				1	3	10	17	31	15	77 (25%)
Survey: traditional						4	1	3	4	12
Field experiment								1		1
Other									1	1
Qualitative	4				1	3	14	30	16	67
Interviews							7	11	12	30
Secondary data collection					1	3	2	12	2	20
Multiple-qualitative	3						5	4		12
Participant observation	1							1		2
Netnography								1	1	2
Focus group									1	1
Conceptual		1	1	1	1	4	3	6	4	21
No empirical data collection		1	1	1	1	4	3	6	4	21
Mixed	1				3	1	2	6	6	19
Mixed: qual/quant	1				3		2	4	6	16
Survey: traditional						1		1		2
Secondary data collection								1		1
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 7. Analytical method

Analysis method	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
Regression					3	9	10	34	28	84 (27.3%)
Content/thematic analysis	5				1	3	6	22	18	55 (17.9%)
SEM					1	2	6	10	12	31 (10.1%)
Descriptive statistics				1		3	3	5	6	18
Conceptual study (no empirical analysis)		1	1	1	1	4	2	3	3	16
PLS-SEM						3	4	7		14 (4.5%)
ANOVA						2		7	1	10
Data mining						2	2	4		8
Grounded theory							3	3	1	7
Specific methods (e.g., frame analysis)							1	3	3	7
Interpretive/discursive/semantic analysis							3	3		6
Multivariate techniques							2	2	2	6
Basic inferential statistics						1		3		4
fsQCA						1	1	1		3
Case study analysis								3		3
Latent class modeling						1	1	1		3
Time-series analysis									1	1
Multiple					3	2	7	12	8	32
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 8. Stakeholder perspective

Stakeholder	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
Guest/customer				1	4	16	21	41	12	95 (30.8%)
Platform						4	7	29	13	53
Host/supplier						2	5	5	8	20
Residents							1	6	8	15
Sharing economy (whole)	1	1	1	1	1	2	3	3	1	14
Hotel industry					1			5	6	12
Destination						1		8	2	11
Academia									3	3
Tourism industry					1			1	1	3
Restaurant industry									1	1
Multiple	4				2	8	14	25	28	81
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 9. Focal sharing economy sector

Sharing economy sector	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total ^a
P2P accommodation	5	1	1	2	8	27	46	113 (36.7%)	77	280 (90.9%)
Airbnb				1	4	18	28	88	54	193 (62.7%)
P2P accommodation (Overall)					2	5	11	24	22	64
Couchsurfing	5	1			2	1	6			15
Xiaozhu						1	1	1		3
Home-swapping			1	1						2
VRBO						2				2
Tujia									1	1
Transportation						2	2	5	3	12
Transportation (Overall)						1	2	4	3	10
Uber						1		1		2
Sharing Economy (Whole)					1	4	1	2	1	9
P2P experiences							1	1	1	3
Food and beverage							1	2	1	4
Meal-sharing									1	1
Food delivery								1		1
Dining								1		1
P2P events							1			1
Total	5	1	1	2	9	33	51	123	83	308

^aPercentage of total presented for key statistics

Table 10. Future research recommendations for the sharing economy**Thematic recommendations for future research using MLP**

Level	Sub-categories	Future Research Questions	
Macro	Social-Ecological	1. How sustainable is the sharing economy from an environmental perspective?	
	Social-Technical	1. How have societal perceptions and discourse around notions of sharing changed in a COVID-19 impacted world?	
		2. How should sustainability (holistically) be defined and measured in the sharing economy context?	
		3. How can organizational theory, including business model theory, account for novel and evolving organizational forms of sharing economy businesses?	
		4. What is the nature and extent of organizational resilience of sharing economy businesses, in the face of COVID-19 (many platforms have never experienced recessionary times in their lifecycle)?	
		5. What are key platform governance issues in the sharing economy and how are they perceived by different stakeholders? (e.g., how do guests and hosts perceive anti-discrimination policies? how algorithmic management is disrupting the traditional management of employees?)	
		6. What are the cross-cultural determinants and manifestations of hospitality and hospitableness and their impact on sharing economy experience provision (from a host, guest, resident, and other stakeholder perspective)?	
		Social Political	1. Multi-stakeholder examination of sharing economy regulation: antecedents, composition, and effects <ol style="list-style-type: none"> How can different sectors of the sharing economy be effectively regulated? What is the impact of regulation on sharing platform and incumbent performance (mainly descriptive but little empirical research on this issue)? Workforce protection and labor laws? What are the societal and political implications of the “legitimization” of the sharing economy (e.g., implications for rent, crime, infrastructure, etc.)?
Social Economic	1. What are the supply-side determinants of the economic sustainability of the sharing economy (e.g., the impact of COVID-19 on Airbnb/TNC driver supply)?		
	2. What are stock market determinants of sharing economy business performance (many businesses have been listed recently)?		
	3. How does greater societal capacity and demand for luxury impact the provision of sharing economy products and services in hospitality and tourism?		

Meso Platforms

1. Airbnb:

- a. How does consumer behavior and experience differ different types of Airbnb accommodation: private, shared, and entire homes (mainly used as a dummy variable in extant research)?
- b. What is the nature of the experience across different Airbnb brands (e.g., Airbnb Plus, Airbnb Luxe)?
- c. How effective is Airbnb as a distribution platform for hotels and other types of traditional accommodation? What are the implications for online travel agents and accommodation suppliers?
- d. How does the Airbnb experience compare with the stakeholder experience of other accommodation platforms (e.g., VRBO)?
- e. What are the reasons for the failure of Airbnb's brand extensions (e.g., Niido by Airbnb)?

2. What are the dynamics of niche sharing economy platforms targeting consumer microsegments (e.g., *MisterB&B* for the gay traveler; *Third Home* for affluent second-home exchange and rentals)?

3. Branding of sharing economy platforms:

- a. What are the determinants of sharing economy brand equity and how does it differ from traditional B2C and B2B brands (e.g., multi-sided platforms are likely to have multiple sources of brand equity)?
- b. How do stakeholders' (e.g., customer and host) brand experiences over time (longitudinally) impact their perception of brand equity?

4. How does digital marketing in "tech-first" sharing economy platforms—user experience design, integrated marketing communications, content marketing, etc.—differ from traditional incumbents?

5. How do culturally-endemic sharing economy platforms (e.g., *Grab* and *GoJek* in Indonesia) differ from global players like Airbnb and Uber?

6. How do sharing economy businesses form strategic alliances (e.g., Airbnb working with Qantas Airlines for customers to gain Qantas points)?

Hotels

1. How do consumers choose between sharing economy and hotel/accommodation alternatives (e.g., using choice-based methodologies vs. predominantly inference-based methodologies)? **How has COVID-19 altered this choice dynamic?**

2. How does the supply of all short-term rentals in a destination on hotel performance (nearly all studies include Airbnb supply only)?

3. How does the hotel-homesharing platform (e.g., *Marriott Homes & Villas International*) create customer value? What are customer expectations and experience of such platforms?

4. How do hoteliers perceive they can successfully compete against and/or co-opt sharing economy businesses?

Transportation

1. What is the role of safety in P2P transportation experiences from a customer perspective? How does it impact experience dynamics and brand perceptions (in light on several high-profile incidents; previously examined mainly in an accommodation context)?

2. What is the impact of regulation of P2P transportation for customer and stakeholder welfare (e.g., consumer welfare vs. traditional taxi industry)?

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3		Destination/Tourism Industry	1. How do sharing economy platforms contribute to the overall tourism mix and sustainability of the tourism industry in a destination?
4			2. What is the role of the sharing economy in overtourism at destinations?
5			3. How will destinations respond to the presence of sharing economy visitors during and after COVID-19?
6		Community	1. How does the sharing economy impact the culture of host residents?
7			2. How will locals respond to sharing economy-induced visitation in their communities during and after COVID-19?
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11	Micro	Customer	1. How to experience dimensions impact the selection of sharing economy providers (e.g., does a customer choose a specific experience due to high perceived authenticity?) (most extant research is on post-hoc experience evaluation of the experience)?
12			2. What are important dimensions of the customer experience of non-accommodation sectors of the sharing economy (e.g., meal-sharing, transportation, restaurants, tours, events)?
13			a. What are the different segments of “experience seekers” outside of the accommodation experience?
14			3. Do P2P experiences across sectors have additive and/or interactive effects on customer outcomes; e.g., how does a customer who stays at an Airbnb accommodation and partakes in an Airbnb experience on the same trip to a destination perceive brand Airbnb and the destination experience?
15			4. What is the customer experience of new, online sharing economy experiences— <i>Airbnb Online Experiences, Amazon Explore</i> ? Are the key dimensions of online experiences different from those of offline experiences?
16			5. How does the customer’s total experience of a destination via the “informal”, sharing economy compare to the experiences of customers in the formal (traditional) economy?
17			6. How does the customer experience compare across a peer-hosted vs. a professionally hosted home (i.e., what is the impact of platform “professionalization” on experience provision)?
18			7. Changing consumer behavior in the face of COVID-19: How has role of constructs like trust and safety changed in customer decision-making and experience evaluation during COVID-19?
19			8. What are the attitudes, preferences, experiences, and behaviors of minority customers in the sharing economy (e.g., black, Hispanic, female, disabled, etc.)?
20			9. What needs of business customers does the sharing economy fill and how (e.g., Airbnb for Business; Uber Business)?
21		Provider/Supplier	1. What are the different dimensions of host behavior in the sharing economy: e.g., how do hosts make pricing decisions, hosts’ service recovery orientation and behavior?
22			2. How do “prosumers”—individuals who are both consumers and suppliers on sharing economy platforms—create and perceive brand experiences (some initial research in the Couchsurfing context)?
23			3. How do hosts transition to providing online P2P experiences (e.g., Airbnb Online Experiences, Amazon Explore)?
24			4. How can host segments be matched with customer segments to optimize host-consumer fit in the sharing economy?
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5		5. How do hosts review customers in the sharing economy (most extant research focuses on customer reviews only)?
6		a. How do host reviews compare with guest reviews and does it help identify sources and nature of review “positivity bias” in the sharing economy (an issue identified in previous studies)?
7	Other Stakeholders	1. What role do third-party property management companies play in the accommodation sector?
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10	Methodology recommendations for future research on the sharing economy	
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12	Research Approaches and Methods	1. Combine the use of primary and secondary data sources to examine a topic holistically (e.g., examine hosts’ revenue management practices using secondary data and primary interview data)
13		a. Using small data (e.g., survey) for theory development and big-data (e.g., data mining) for theory validation (or vice-versa)
14		2. Big data approaches that incorporate geospatial parameters (e.g., geo-tagged social media data) to examine the interaction between geography and the sharing economy
15		3. Using platforms other than MTurk for data collection
16		4. More qualitative and mixed-methods research (e.g., autoethnography to produce rich and subjective data)
17		5. Collection and analysis of alternative forms of “rich” data (images, video, journals, etc.) (see, for example, Payyanadan and Lee’s (2018) study of the ridesharing needs of older adults).
18		6. Using dependent variables beyond those typically used in consumer behavior (e.g., intention to re-use) and economics/revenue management domains (e.g., OCC, RevPAR). Examples of alternative dependent variables include frequency of use, share of wallet, willingness to pay, etc.
19		7. Need for more <i>in-situ</i> research design. Extant research driven mainly by post-hoc data collection and analysis: higher potential for recall biases, limited ability to capture interactional elements of the sharing economy (e.g., host-guest interaction in-situ) and limited ability to capture actual behavior (vs. behavioral intentions)
20		8. Use of longitudinal designs to capture dynamic elements of sharing economy phenomena (e.g., how is a customer’s perception of a sharing economy brand formed over time, via multiple brand experiences?)
21		9. Experimental design that allow testing of specific, directional, and causal hypotheses
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23	Sampling	1. Sample definition is often vague or not provided
24		2. Use of random and in-person samples over convenience/self-selected and online samples for survey research
25		3. Use of alternative sources of data for “review”-based studies (e.g., Airbnbhell.com and other Airbnb host forums)
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37	Validity and Reliability	1. Need for triangulation of findings using multiple methods of data collection and analysis, or multiple samples (exploratory and validation) in the same study
38		2. Survey research: Control for method biases like social desirability
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3. Secondary data: accounting for time lag in econometric models (e.g., listing description changes at time t1 to impact listing performance at time t2). Currently, there is an excessive use of cross-sectional designs to infer causality
 4. Need for cross-cultural comparison and validation of study findings to move beyond a largely “Western” perspective of the sharing economy.
 - a. Extant cross-cultural collaborations still rely on largely Western datasets
 - b. More developing country perspectives of the sharing economy (e.g., the nature of trust in sharing is different in Morocco than in Western Europe with its better established legal and economic systems)
 5. SEM
 - a. Need to test for alternative theoretically-driven models in the same study, as opposed to developing and testing one model only
 - b. Provide justification for use of PLS-SEM over covariance-based SEM. Often, the former is used even when studies are not exploratory in nature and/or use previously validated constructs (in which case, covariance-based SEM should be used)
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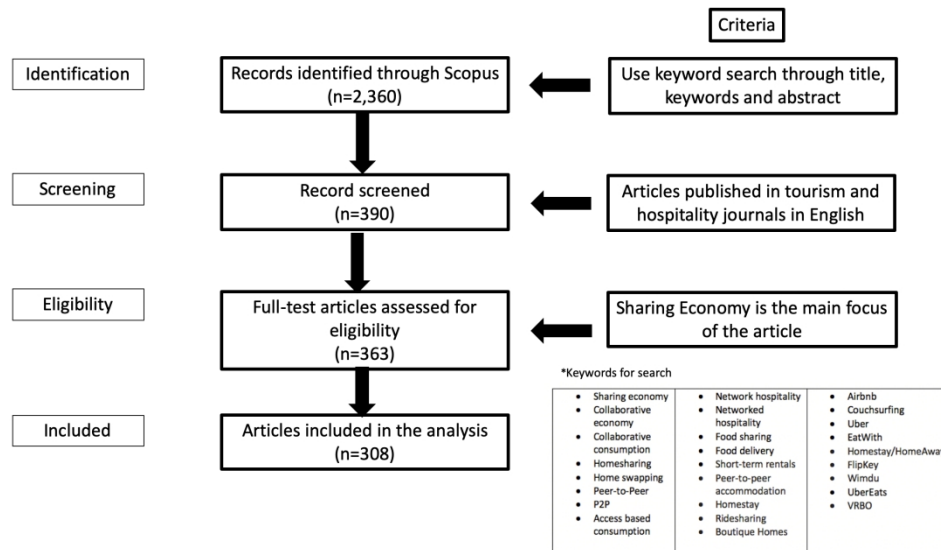


Figure 1. A PRISMA flowchart of sharing economy research in hospitality and tourism

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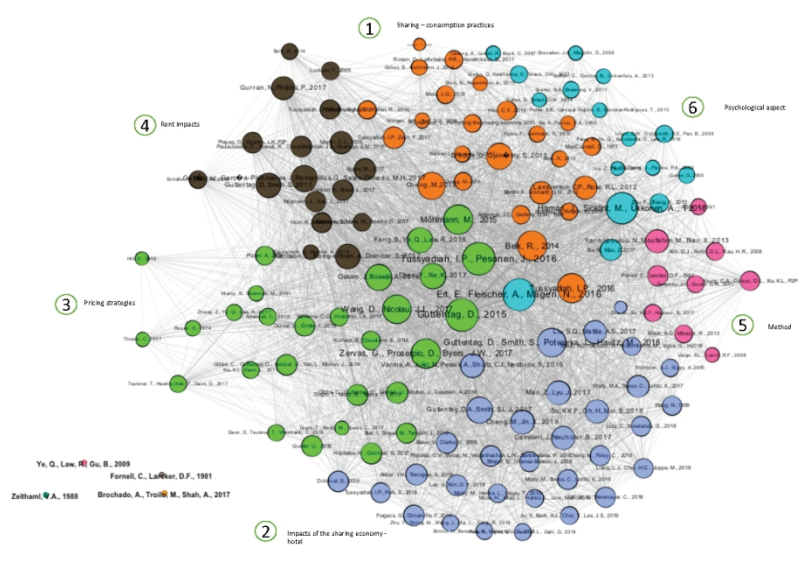


Figure 2. Network-based intellectual foundations of sharing economy research

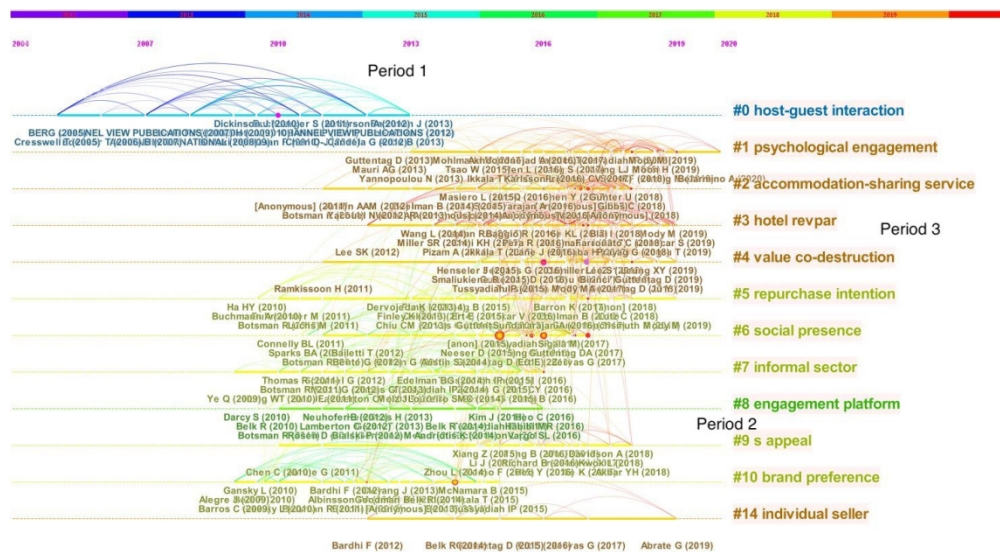


Figure 3. Co-citation cluster* by year (grouped by period)

*The cluster names are different from Figure 2; however, they reflect the intellectual foundations at a lower order

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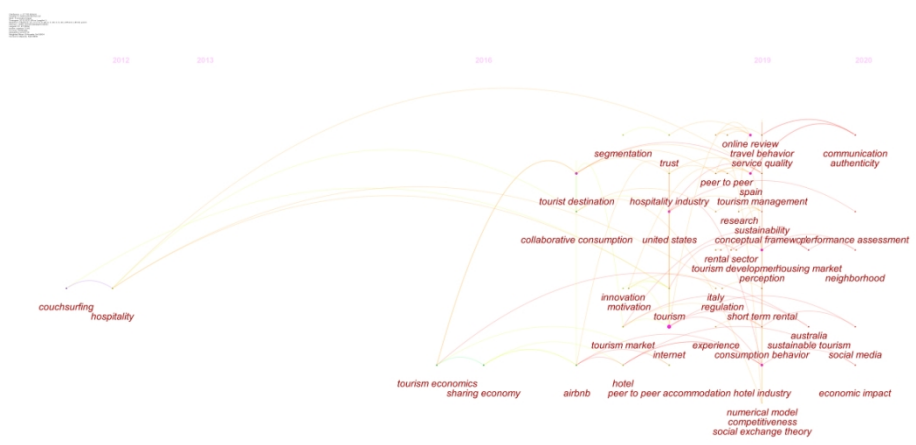


Figure 4. Results of thematic content analysis

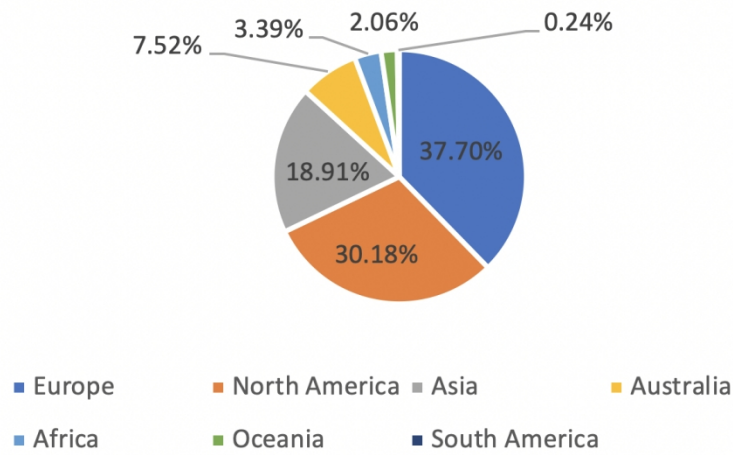


Figure 5. Continent of author institution affiliation

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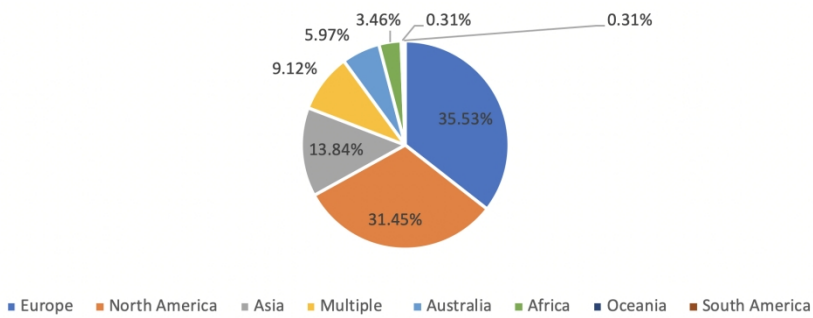


Figure 6. Continent of research setting (for empirical studies only)