

## Quo Vadis Sharing Economy? Profit Versus Sustainability?

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### Abstract

Previous research shows that the sharing economy can positively influence sustainability by reducing resource depletion caused by consumption when consumer goods are shared rather than individually owned (Bartenberger and Leitner, 2013). The sharing economy can facilitate society's transition to a post-ownership economy (Belk, 2014) and has positive environmental impacts by reducing total resource requirements and contributing to a reduction in pollutants, emissions, and carbon footprints. In the transport sector, vehicle sharing behavior can have a positive environmental impact by reducing the number of vehicles on the road and the number of kilometers traveled. Such sharing activities can also encourage long-term changes in consumer behavior by shifting personal transportation choices from ownership to demand satisfaction (Zhifu Mi and D'Maris Coffman, 2019).

The sharing economy business model also attracts large corporate investors (MOL Bubi, MOL Limo, GreenGO, Share Now). My research goal is to examine the weight and proportion of companies using the sharing economy business model in the initial sustainability-driven sharing economy business models (Airbnb, Oszkár).

