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Lacey K. Wallace

The University of Southern Mississippi, lacey.wallace@usm.edu

Joanne T. Cao

The University of Southern Mississippi, joanne.cao@usm.edu

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Lacey K. Wallace

The University of Southern Mississippi

Joanne T. Cao, D.B.A.

The University of Southern Mississippi

ABSTRACT

The sharing economy offers consumers an alternative to ownership by exchanging value through technology-based services. As the growth of sharing economy practices continue to emerge, business scholars have only recently begun to study how cultural differences impact the sharing economy. Specifically, few studies have examined individual cultural values. Therefore, this study explores whether differences in cultural values, using Hofstede's cultural dimensions, account for consumers' attitudes and participation in sharing economy services (SES). Two studies employing a mix-method approach will be conducted to gain a thorough understanding of the sharing economy from both the consumers' and the peer providers' perspective. This research is one of the first papers to investigate the influence of cultural values in the sharing economy at the individual level as most research has only focused at the national level. These results may further our understanding of the sharing economy and its interaction across cultures.

ABOUT THE AUTHORS

Lacey K. Wallace is a senior marketing major from The University of Southern Mississippi. While obtaining her undergraduate degree, she will present her research at both national and regional conferences. Upon receiving her undergraduate degree, Ms. Wallace plans to pursue her MBA at The University of Southern Mississippi.

Dr. Joanne T. Cao is an Assistant Professor of Marketing in the College of Business and Economic Development at The University of Southern Mississippi. She received her doctorate at Louisiana Tech University. Dr. Cao's research streams include service consumption, value creation and destruction, and service failure and recovery. She has an established record of research, and her work has been presented at international, national, and regional conferences.