

**SHARING ECONOMY AS SOCIAL INNOVATION: ACHIEVEMENTS, AND
LIMITATIONS OF DEVELOPMENT IN LITHUANIA**

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Introduction

A sharing economy supported by digitally platforms is spreading rapidly. Such social innovation unite people settled as in neighbourhood, as in distance, extends networks of sharing, and ways of collaboration. But some limitations are specific for such activities. The research problem is how to harmonize achievements and limitations of sharing economy for development of regions and Lithuania as a whole?

The aim of research is to explore problems of harmonization in development of sharing economy in regions and Lithuania as a whole.

The research objectives are the following: (1) to explored how much computer support sharing economy is developed in regions of Lithuania. (2) To identify the main benefits and problems in the sharing economy from the users' perspective in the country.

The methods of the research. The quantitative research methodology applied in the analysis. Empirical data are taken from the Flash Eurobarometer 438 „The Use of Collaborative Platforms“, 2019.

Theoretical background

Sharing economy is part of the collaborative consumption that exists for ages in daily lives of people. Nowadays, digitally platforms created possibility for socially innovative collaboration, as well, sustainable usage and preservation of resources. But it still lacks conceptualization, coordination, and harmonization of communication among involved participants (Botsman & Rogers 2010).

Sharing economy is mostly developed in areas of transport, tourism, accommodation. The resources here circulate among various levels of participants: private consumers, peer-to-peer networks, communities, organizations, and the state (Arnould & Rose, 2016). And residents of Lithuania increasingly use various internet platforms for goods' and services' sharing (Šumskis, 2016).

Main results and conclusions

Most population in Lithuania never used sharing economy even have heard something about it. Problems in using the services offered via digital platforms identified: (a) lack of trust in internet transactions in general, and providers / sellers; (b) disappointments because the services and goods do not meet expectations; (c) lack of information on the services provided; (d) national laws aren't adopted yet for sharing economy development.

Involvement of Lithuanians into sharing economy as social innovation is similar to situations in other European countries. More attention from the state with regulation could encourage sharing economy development in the country.

Bibliography

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