FIA PROFUTURO
EDUCAÇÃO
PESQUISA
CONSULTORIA
FUTURE STUDIES RESEARCH JOURNAL
e-ISSN: 2175--5825

PEER-TO-PEER PLATFORMS IN THE SHARING ECONOMY: CURRENT STATUS AND FUTURE RESEARCH AGENDA

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ABSTRACT

Purpose: To map the studies on Peer-to-Peer (P2P) platforms, presenting important considerations in a future research agenda.

Originality/Value: There is great interest in better understanding platforms based on interaction between people, as many are pointed out as ecological, democratic and at lower prices (Wirtz et al., 2019). However, there is a gap in the systematisation of publications regarding the business model of P2P platforms in the broader context of the sharing economy, as the studies are fragmented.

Methods: Systematic Literature Network Analysis (SLNA) was adopted, which combines the Systematic Literature Review with Network Citation Analysis (Colicchia & Strozzi, 2012). For the systematic review, the research criteria were emphasised, and in the network analysis, the software VOSviewer®.

Results: Through the built networks and their connections, an agenda was proposed with four future directions: i) effects of sharing by P2P platforms; ii) market structure of P2P platforms; iii) the P2P accommodation sector; and iv) emerging themes.

Conclusions: The research went beyond the description and deepened directing research themes. It was possible to contribute stimulating research and discussion in the theoretical and practical field, since, for Chen et al. (2020), digital platforms continue to flourish in the business world.

Keywords: P2P Platforms. Collaborative consumption. Sharing Economy. Systematic Literature Network Analysis.

FUTURE STUDIES RESEARCH JOURNAL
Scientifc Editor: Renata Giovinazzo Spers
Evaluation: Double Blind Review, pelo SEER/OJS
Received: 28/05/2023
Accepted: 27/08/2023

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Viana, L. C., & França da Cunha, C. (2024). Peer-to-peer platforms in the sharing economy: current status and future research agenda. ***Future Studies Research Journal: Trends and Strategies*** *[FSRJ]*, *16*(1), e0781. https://doi.org/10.24023/FutureJournal/2175-5825/2024.v16i1.781

PLATAFORMAS *PEER-TO-PEER* NA ECONOMIA COMPARTILHADA: *STATUS* ATUAL E AGENDA DE PESQUISA FUTURA

RESUMO

Objetivo: Mapear os estudos sobre as plataformas *Peer-to-Peer* (P2P), apresentando considerações importantes em uma agenda para pesquisas futuras.

Originalidade/Valor: Existe grande interesse em entender melhor as plataformas baseadas na interação entre pessoas, pois muitas são apontadas como ecológicas, democráticas e com preços menores (Wirtz et al., 2019). Contudo, há uma lacuna quanto a uma sistematização das publicações que tratam do modelo de negócios das plataformas P2P, no contexto amplo da economia compartilhada, uma vez que os estudos se encontram fragmentados.

Métodos: Foi adotada a *Systematic Literature Network Analysis* (SLNA) que combina a Revisão Sistemática da Literatura com Análise de Rede de Citações (Colicchia & Strozzi, 2012). Para a revisão sistemática foram enfatizados os critérios de pesquisa, e na análise de redes foi utilizado o *software* VOSviewer®.

Resultados: Mediante as redes construídas e suas conexões, foi proposta uma agenda com quatro direções futuras: i) efeitos do compartilhamento pelas plataformas P2P; ii) estrutura de mercado das plataformas P2P; iii) o setor de acomodação P2P; e, iv) temas emergentes.

Conclusões: A pesquisa foi além da descrição e se aprofundou direcionando temáticas de pesquisa. Foi possível contribuir com o estímulo da investigação e discussão no campo teórico e prático, uma vez que, para Chen et al. (2020), as plataformas digitais continuam a florescer no mundo dos negócios.

Palavras-chave: Plataformas P2P. Consumo colaborativo. Economia compartilhada. Análise Sistemática da Rede de Literatura.

1. INTRODUCTION

New forms of sharing are emerging as an alternative to ownership in the traditional market, a critical aspect of consumption (Belk, 2010). The collective advent of sharing models was driven both by the digital transformation of social technologies and by continuous changes in societal attitudes, as consumers began to value experience and access to products and services (Bucher et al., 2016). This new socioeconomic model based on sharing has become known as the sharing economy (Botsman & Rogers, 2010).

Although the sharing economy has been studied and framed in contradictory ways (Martin, 2016), for example, differentiating it from collaborative consumption due to monetary compensation (Minami et al., 2021), this study starts from the premise that there are commonalities and general benefits that converge with Belk's (2014) idea. Sharing economy practices can use temporary access models (Bardhi & Eckhardt, 2012), with and without ownership (Ertz et al., 2016), for the use of goods and services that depend on the Internet (Andersson et al., 2013; Hamari et al., 2016).

In this sense, in a variety of sectors, several Internet-enabled platforms have emerged to allow people to share underutilised assets (Böcker & Meelen, 2017). Two platforms stood out in the sharing economy: Airbnb, which allowed people to rent residential accommodation for a short period of time, including their own homes, and Uber, through which people could provide "taxi" services (Martin, 2016). In common, these two platforms focused on a Peer-to-Peer (P2P) market, i.e., they involve access to underutilised assets through digital platforms (Piscicelli et al., 2018).

According to Wirtz et al. (2019), P2P platforms are online-enabled and offer short-term access to goods, services, and other resources to peers (individual to individual) or platform owners (e.g., Zipcar, Turbi, Rentbrella, and Yellow). However, the scope of this article is to focus only on peer-to-peer intermediation platforms with a triad formation, in other words, platforms that have a triangle of actors: a platform provider, a service provider, and their "peer", a customer.

On a triad-based P2P platform, the provider's focus is on matching clients who want access to assets with service providers who want to offer them (Benoit et al., 2017). This business model is celebrated not only by these actors but also by investors for its profit potential, resulting in valuations that exceed those of established competitors (Wirtz et al., 2019). In 2020, accelerated by the Covid-19 pandemic, in which social distancing caused people to spend more time online, platforms continued to grow, with the total value of the world's top 100 platforms increasing by 40% between January and October 2020 to €10.5 trillion (European Commission, 2021).

As for research on these new forms of consumption based on interaction between people, there is great interest in better understanding platforms, as many are touted as ecological, democratic and offering lower prices, which would allow for more opportunities for users (Wirtz et al., 2019). As a result, a significant amount of research has addressed platforms as businesses and their structure (Andersson et al., 2013; Caldieraro et al., 2018; Wirtz et al., 2019)

in addition to aspects of consumer behaviour related to the economy and the P2P platform (Barbour et al., 2020; Birinci et al., 2018; Gupta et al., 2019; Hawlitschek et al., 2018; Laurenti & Acuña, 2020; Prieto et al., 2017; Starr Jr. et al., 2020; Tussyadiah & Pesonen, 2018). However, fewer studies have systematised the subject manner; research to date has been fragmented into surveys of publications on accommodation (Kuhzady et al., 2020; Prayag & Ozanne, 2018; Sainaghi, 2020; Sainaghi & Baggio, 2020) and lending (Bachmann et al., 2011; Suryono et al., 2019).

In other words, a significant number of studies are related to P2P platforms, but there is a noticeable absence of a comprehensive review of publications on the business model in the context of the sharing economy. It is important to identify research gaps and issues discussed by researchers. Despite the emerging context of P2P platforms, it is essential to establish real guidelines to advance research (Breidbach & Brodie, 2017), so that the results can bring benefit to other researchers by proposing topics for studies. To this end, the main objective of this research is to map studies on P2P platforms in the sharing economy, presenting important considerations in an agenda for future research.

To establish a broad view of P2P platforms, a Systematic Literature Network Analysis was applied. This review makes a distinct contribution to the literature by proposing a delineation and synthesis of a theme with guidelines for future studies. This is relevant given that more businesses of this nature are expected to emerge in the near future (Minami et al., 2021). In addition, the results may be useful for business models in the sharing economy, of interest to platforms, service providers, consumers, and regulators.

After the introduction, the theoretical approach will be described with a brief overview of the sharing economy and the business model of P2P platforms. The Systematic Literature Network Analysis and its parameters are presented, followed by the main results. Finally, the paper concludes with proposals for future research on P2P platforms and final considerations.

2. THEORETICAL BACKGROUND

2.1. Approaches to the Sharing Economy

Ownership has historically been the dominant mode of consumption in societies, but with the freedom and flexibility associated with access to goods and services, new cultural values have emerged from the economy and convenience, and new consumption patterns have come

to the fore (Bardhi & Eckhardt, 2012). Considering the help, advice, and information that are shared daily on the Internet, websites such as Flickr, YouTube, Facebook, and Google have ushered in a new era of sharing, which has been quickly adopted by millions of people (Belk, 2010). In addition, success stories such as Airbnb and Uber have stimulated a discourse in favour of the sharing economy (Martin, 2016).

When it comes to the sharing economy, it is clear that the literature has not converged on a common nomenclature (Kumar et al., 2018). For Botsman (2013), terms such as "sharing economy", "peer economy", "collaborative economy", and "collaborative consumption" are used synonymously. For Martin (2016), this has led to the sharing economy being framed in contrasting and contradictory ways. The various terms have different meanings, but it is their common core ideas that explain this overlap (Botsman, 2013).

Thus, the sharing economy has also been referred to as "collaborative consumption" or "collaborative economy" and is defined by Botsman and Rogers (2010) as a socio-economic model based on the shared use of underutilised or unwanted goods. Physical assets with capacity constraints (cars, rooms, and bicycles), experiences that depend on shared assets and labour (cooking or dining), and, to a lesser extent, intangible assets (e.g., capital for loans) are shared (Wirtz et al., 2019). In terms of collaborative consumption, the use of technologies and community-based network behaviour is clearer, in a system of practices through which people access goods and services without necessarily acquiring or exchanging money, consisting of traditional sharing, bartering, lending, trading, renting, or donating (Botsman & Rogers, 2010; Hamari et al., 2016). For Wei et al. (2021), it is an emerging trend, and its mission is to temporarily meet consumer needs without requiring ownership. On the other hand, Minami et al. (2021) understand that there is a difference between the sharing economy and collaborative consumption: in the former, there would be no monetary compensation in the exchange of goods and services, while in the latter, there would be.

However, what is valuable to this study are the commonalities and benefits of the ideas surrounding these concepts, namely temporary access without ownership to the use of consumer goods and services and the dependence on the Internet for this to happen (Belk, 2014). Botsman (2013) further reinforces three common themes: first, the fact that power can be distributed to networks of individuals and communities through a dynamic of disintermediation; second, disruptive paths such as technological innovation, changing values, economic realities, and environmental issues; and third, the innovative and efficient use of assets that unlock the "idle capacity" of resources. As such, the sharing economy serves as an umbrella concept for a

comprehensive vision, helping to understand and guide new creations and institutionalisations of new economic practices, roles, and interactions between social actors (Heinrichs, 2013).

Following this logic, semantic and conceptual imprecision about the sharing economy has led to a series of activities. According to Martin (2016), four main sectors can be identified: accommodation sharing platforms, car and ride sharing platforms, peer-to-peer service offerings, and peer-to-peer platforms for sharing and circulating resources. It should be noted that most of these platforms involve peer-to-peer exchanges, which are subsets of the sharing economy in which assets are exchanged between suppliers (sellers) and consumers (buyers) (Piscicelli et al., 2018).

In addition, these peer-to-peer interaction platforms create opportunities for searching and providing information, personalising offers, closing transactions, and enabling feedback between agents through comments and recommendations (Starr Jr. et al., 2020). The growth of these platforms has been driven by the Internet, social networks, and location-based mobile technologies that have made it possible to efficiently connect people with idle capacity (goods, services, or skills) with those who want them (Botsman, 2013; Prieto et al., 2017). The peer-to-peer metaphor is the promise of contact between individuals that implies an absence of hierarchy and a sense of egalitarianism, present in the concept of sharing; that is, it contributes to the construction of collaborative consumption from cutting-edge technologies (John, 2013).

2.2. Peer-to-Peer as a Business Model

The sharing economy business model consists of a company or service enabler that acts as an intermediary between suppliers of a good or service and customers who require these underutilised goods and services (Kumar et al., 2018). Thus, most of these business models depend on cooperation between participants based on a triadic structure, involving a platform operator (e.g., Uber), service providers (e.g., drivers), and customers (e.g., passengers, users) (Benoit et al., 2017; Kumar et al., 2018; Wei et al., 2021). There are also access-based platforms that rely predominantly on assets and resources provided by a company, for example, Zipcar, which has a fleet of cars to provide transport, but companies like this do not rely on peer-to-peer exchanges (Benoit et al., 2017; Wirtz et al., 2019). Therefore, the peer-to-peer platform format adopted in this article focuses on transaction entities (with triad formation) and community-based online services for the collaborative exchange of resources with limited capacity (Wirtz et al., 2019).

According to Wirtz et al. (2019), platform businesses are a viable alternative for meeting a range of customer needs, such as transport, accommodation, food, and even personal loans. Chen et al. (2020) point out that in the Wall Street Journal's 2018 list of the 10 most valuable private venture capital companies, online platforms such as Uber ($72 billion), Didi-Chuxing ($56 billion), Airbnb ($31 billion), Lufax ($18.5 billion), and Lyft ($15.1 billion) were listed. In addition, these platforms create value for their user groups by facilitating transactions and relationships between them (Chen et al., 2020). In other words, to balance and sustain the growth of this emerging economy, service facilitators must make efforts to acquire, retain, and engage customers and service providers simultaneously (Kumar et al., 2018).

The growth of some peer-to-peer sharing platforms has been driven by digital technologies, particularly recent developments in the Internet and smartphone applications, enabling multiple interactions between different users, which has led to the creation and expansion of simple, low-cost, and effective platforms (Ardolino et al., 2020; Piscicelli et al., 2018). The prosperity of these platforms is due to circular, iterative, and feedback-driven processes that emphasise the exchange of value produced in a decentralised network of individuals spread across an ecosystem, unlike a traditional business with a unilateral revenue model based on sales to customers (Wirtz et al., 2019).

Thus, sharing-based business models are commonly considered positive, as they have the potential to conserve resources (Leismann et al., 2013). This is positive from an environmental perspective (e.g., more efficient use of existing resources) and a social perspective (e.g., building social capital), as well as providing lucrative business opportunities (Piscicelli et al., 2018). In this sense, sharing economy business models assume their complexity, with the potential opportunity to shape a new path in consumption (Heinrichs, 2013). For Piscicelli et al. (2018), the building of a prosperous P2P sharing platform depends on several elements, such as the ability to identify significant market friction, build a critical mass of users, obtain the correct price level and structure, address competition and regulatory obstacles, and promote positive interactions between users. Therefore, to learn more about this type of platform from a research perspective, the next section presents a methodological proposal to fill this gap and meet the objective proposed here.

3. METHODOLOGY

The methodology adopted was proposed by Colicchia and Strozzi (2012) and combines a Systematic Literature Review to identify the most relevant articles to be included with a

Citation Network Analysis to unfold the dynamics of the field under study, called Systematic Literature Network Analysis (SLNA). This review format was chosen due to its dynamic nature, which allows the identification of the directions in which research is moving and the recognition of the paths that seem most promising (Colicchia & Strozzi, 2012). Therefore, the systematic analysis was divided into two combined phases: application of the systematic literature review and citation network analysis.

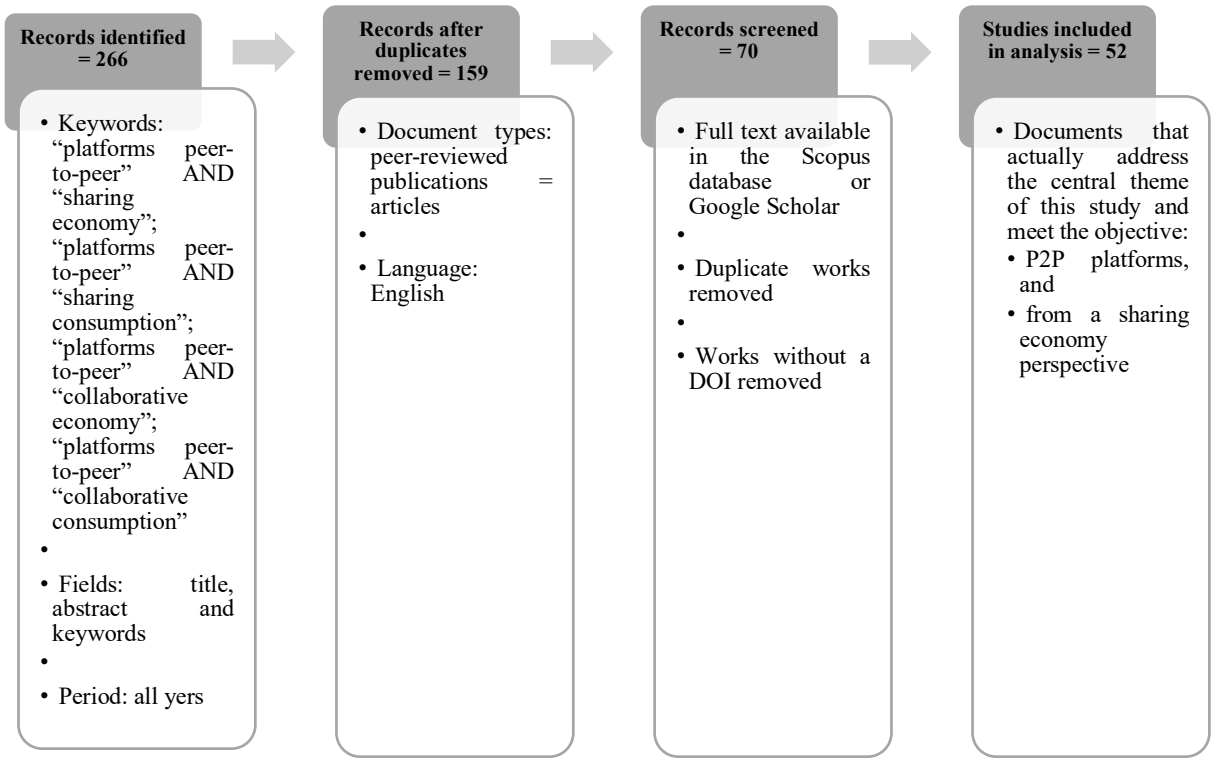
In the first phase, the scope of the study was defined according to the objective, which translated into two axes: P2P platforms and the reference to the sharing economy as a context. Subsequently, to locate the studies, it was necessary to emphasise the defined, explicit, and reproducible research criteria when selecting the articles (Petticrew & Roberts, 2006). Since the combined search strings for the elements returned only three articles, we opted to search for the separate terms: (1) TITLE-ABS-KEY "platforms peer-to-peer" AND ("sharing economy" OR "sharing consumption"); (2) TITLE-ABS-KEY "platforms peer-to-peer" AND ("collaborative economy" OR "collaborative consumption"); (3) TITLE-ABS-KEY "platforms p2p" AND ("sharing economy" OR "sharing consumption"); (4) TITLE-ABS-KEY "platforms p2p" AND ("collaborative economy" OR "collaborative consumption").

At the end of the first phase, the selection and evaluation of studies were concentrated on the Scopus database, which indexes more than 25,000 titles evaluated by an independent board and has a metadata architecture that allows for accurate searches and data export for analysis (Scopus, 2021). The choice of database is due to its wide coverage, in addition to the reach provided by the composition of major publishers, such as Elsevier, Emerald, Springer, Inderscience Enterprises, Taylor and Francis Ltd., among others.

As for the time frame and stratification, it was decided not to adopt them to broaden the scope of a recent subject and to obtain a sample that does not belong to the mainstream (Soares et al., 2018). In addition, inclusion and exclusion criteria were followed, such as in the research by Kuhzady et al. (2020). The inclusion criteria were: (1) article, i.e., peer-reviewed publications, (2) in English, (3) related to the defined keywords, (4) with the entire text available, and (5) containing the DOI (Digital Object Identifier), the latter chosen to process the data with greater capacity to capture information from the articles in the subsequent construction of networks by the software used. The exclusion criteria were: (1) studies that did not meet the inclusion criteria, (2) book chapters, conferences, proceedings, editorials, and editorial material. The steps adopted were carried out at the end of June 2021 and can be better visualized in Figure 1.

In the initial search, using the keywords and fields selected in the Scopus database, a total of 266 papers were returned. After applying the first restriction regarding document type and language, 159 articles remained. However, it was necessary to apply another restriction regarding full access to the articles, as well as to remove duplicates and those without a DOI, leaving 70 papers. At this stage, articles that were not fully accessible through Scopus were searched for individually on Google Scholar. Finally, the titles and abstracts were read to verify their suitability for the purpose of this study. The excluded works addressed platforms in general, or were theoretical or reviews on the sharing economy, articles on technical aspects of platforms such as energy consumption, or that deviated from the objective of this study. Thus, 52 articles were deemed appropriate as relevant documents included for analysis, organized using the Microsoft Excel spreadsheet editor.

Figure 1 Search Process in the Scopus Database



Source: Adapted from Lima and Carlos Filho (2019).

For the second phase, the 52 selected articles represented the nodes of the network, while the citation data represented the links between the nodes. According to Colicchia and Strozzi (2012), the application of SLNA, specifically in the application of citation network analysis, requires the support of specific software programmes. For this purpose, VOSviewer® software was used, which allows database analysis through the respective DOI® of each article and pays

special attention to the graphical representation of bibliometric maps (Van Eck & Waltman, 2010).

In this sense, the analyses were performed with the generated metrics, the frequency of publications and their main information, the number of citations of the articles, classifying them by the number of citations received and identifying the most cited ones. In turn, the VosViewer® software allowed the creation of different clusters, which made it possible to identify the themes studied. In fact, as Colicchia and Strozzi (2012) showed, the indices seek to quantify the relevance of a contribution within the citation network by summarising the structural relationships between all nodes.

4. DATA PRESENTATION AND ANALYSIS

After applying the inclusion and exclusion criteria, the sample was consolidated, totalling 52 studies analysed. To this end, the results were divided into three stages: a) characterisation of the articles in the sample, analysing the evolution of the research by period, authors, institutions, countries of origin, journals and citations; b) subsequently, it focused on mapping the coupling networks, main keywords and co-occurrence of terms; and c) finally, an analysis with a proposed agenda for future studies.

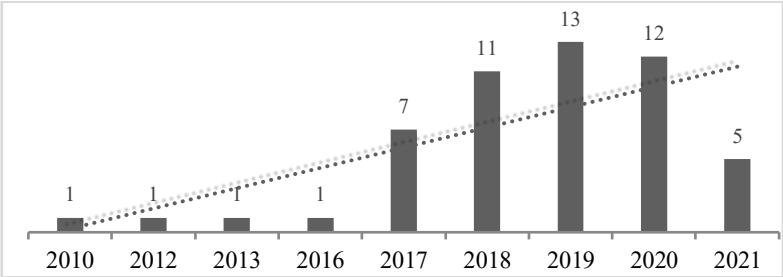
4.1. Characterisation of publications

Since no time limit was set, it is clear that the first studies on P2P platforms from the perspective of the sharing economy are recent, beginning in 2010 (Figure 2), a date that coincides with publications in the field of the sharing economy (Ertz & Leblanc-Proulx, 2018; Kuhzady et al., 2020; Netto & Tello-Gamarra, 2020). The first study identified here (Jean-Jacques Herings et al., 2010) focuses on the direct externalities caused by P2P file-sharing technology, with results for intellectual property rights enforcement policy. In this regard, Belk (2007) had already drawn attention to legal protection in relation to the intellectual property of things to be shared, such as music and films. Furthermore, the author pointed to the development of the Internet as a contribution to determining the future of sharing.

Looking at Figure 2, after a slow start until 2016, 2017 stands out with a jump in publications to seven articles and, from then on, a growing trend. In this sense, the year 2017

had already been highlighted by Chen et al. (2020) when they used the term "online platforms" as a keyword and found almost half of the results in that year.

Figure 2 Publication Results by Year



Source: Research data.

The total sample of 52 articles was composed of 140 different authors and co-authors. Baojun Jiang and Lin Tian stood out, partnering on three articles, as did Rafael Laurenti, also with three articles. Eight other authors published two articles each, but most published only one article, demonstrating how incipient the subject of P2P platforms still is. This result was expected, given that some studies on the sharing economy and collaborative consumption have already indicated the diversity of perspectives and complex nature of the topics. Cheng (2016) found fragmented and even contradictory evidence in the academic literature on the sharing economy focused on tourism and hospitality. Lima and Carlos Filho (2019) highlighted the low intensity of interactions among researchers and the dispersion of international scientific production on the sharing economy, making it clear how emerging the field is and how much potential it has for further exploration

As for the authors' affiliations, there were 104 different institutions, with three standing out as being linked to the authors who published the most: Washington University, Shanghai University of Finance and Economics, and KTH Royal Institute of Technology. In addition, the authors came from 21 different countries, with 22% from the United States, 14% from China, 12% from Spain, 8% from the United Kingdom, and 8% from Sweden, with the remaining 36% scattered across other countries. In fact, the United States already stands out in terms of publications on the sharing economy (Ertz & Leblanc-Proulx, 2018; Netto & Tello-Gamarra, 2020), although even in this country the number of academics focusing their efforts on the topic may increase, given the number of publications versus the number of researchers working on the subject (Netto & Tello-Gamarra, 2020).

The data from China is noteworthy, as several factors may explain its prominence in terms of academic publication. According to Fulco (2020), it is an attractive market for new technologies, such as P2P platforms, where consumers have embraced smartphones, with abundant venture capital funding in various business models, not to mention the fact that it is the largest consumer market in the world. Furthermore, Netto and Tello-Gamarra (2020) explain the evolution of publications in China through funding for studies, such as the National Natural Science Foundation of China (NSFC), described by the authors as a major sponsor.

As for journals, thirty-eight were responsible for publishing the selected articles, seven of which published two or more articles, accounting for 40.4% of the sample. Of these, Transportation Research stands out in its specific areas: Part B: Methodological, Part D: Transport and Environment, and Part E: Logistics and Transportation Review; and, notably, the journal Sustainability, with the highest number of articles published, especially in the last three years. The journal Sustainability had already stood out in another review on the sharing economy and collaborative consumption (Cintra et al., 2020). It is worth noting the dispersion of publications, given that the other 31 articles were published in different journals.

The citations of the articles in the sample were analysed, and, although they are recent articles, the number of citations is considerable both in works in Scopus itself and more broadly, considering data from Google Scholar. Table 1 presents the list of the most influential works, adopting the criterion of 100 or more citations in general. The two most cited articles date from 2017, an important year already highlighted here as the beginning of growth for publications on P2P platforms. Gutiérrez et al. (2017) focused on the growth of Airbnb as a reference platform for accommodation and analysed the spatial patterns of the business in the city of Barcelona, comparing it with hotels and tourist attractions in the city. Benoit et al. (2017) stood out for an article that provides a basis for collaborative consumption through P2P platforms. The authors presented a structure indicating a triangle of important actors for collaborative consumption and P2P platforms: the platform provider, the service provider, and the customer. Benoit et al. (2017) is a strong reference, as it is linked to a strand of studies that seek to construct a theory of the sharing economy, organise concepts that are still scattered and attempt to advance the discussion, probably due to gaps in this field of study (Cintra et al., 2020; Netto & Tello-Gamarra, 2020).

It is noteworthy that, among the authors who stood out with the most publications, only the article by Jiang and Tian (2018) appeared with more citations. Furthermore, although the

journal Sustainability has the highest number of published articles, these do not appear as the most cited.

Table 1 Most Cited Articles on the Theme of P2P Platforms

Authors	Title	Journal	Number of citations in Google Scholar	Number of citations in Scopus
Gutiérrez et al. (2017)	The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona	Tourism Management	490	264
Benoit et al. (2017)	A triadic framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors	Journal of Business Research	359	175
Benjaafar et al. (2019)	Peer-to-peer product sharing: Implications for ownership, usage, and social welfare in the sharing economy	Management Science	298	112
Jiang and Tian (2018)	Collaborative consumption: Strategic and economic implications of product sharing	Management Science	235	111
Perren and Kozinets (2018)	Lateral exchange markets: How social platforms operate in a networked economy	Journal of Marketing	176	98
Lee et al. (2018)	Why people participate in the sharing economy: an empirical investigation of Uber	Internet Research	141	73
Min et al. (2019)	Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model	Journal of Travel and Tourism Marketing	125	57

Source: Research data.

The characterisation of the publications analysed from the systematic review made it possible to verify that studies on P2P platforms from the perspective of the sharing economy are a recent area of research, with a significant increase in publications since 2017. The sample consisted of 52 articles written by 140 authors and co-authors from 104 institutions, originating in 21 different countries. The United States led the contribution, followed by China, which can be explained by incentives, either from the market that stimulated new P2P models or from academic funding. Most authors contributed only one article, and thirty-eight journals were responsible for the publications, seven of which accounted for 40.4% of the sample, factore that demonstrate that the field is still in its infancy. In addition, citations of articles revealed that the

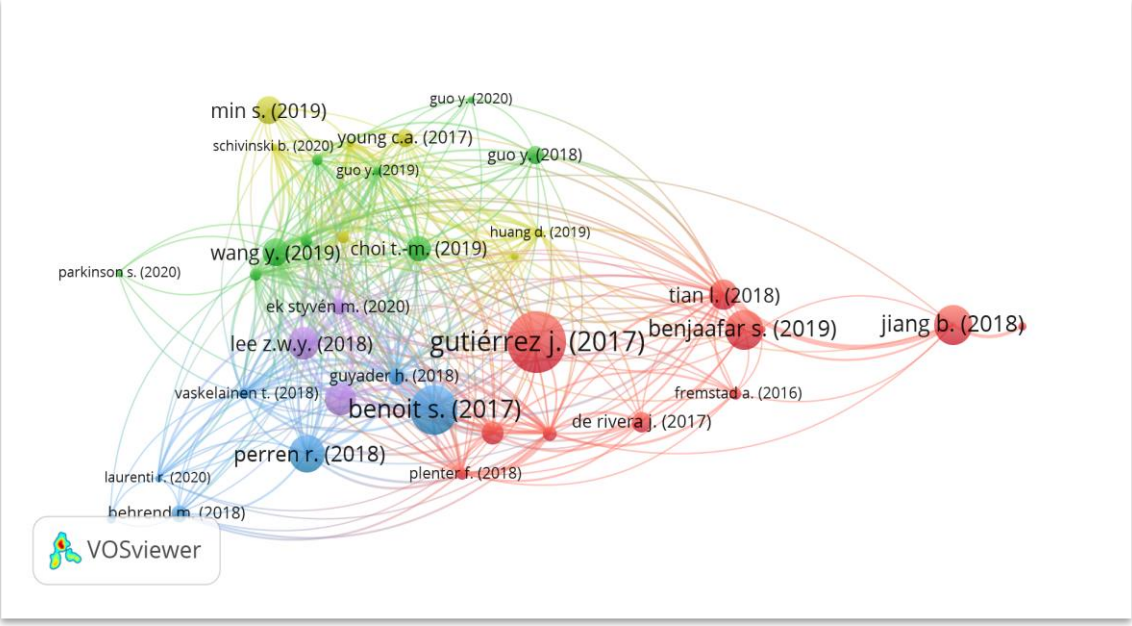
most impactful works, with 100 or more citations, date from 2017, corroborating the increase in publications that year. These results highlighted the growing importance of and interest in P2P platforms in the sharing economy, as well as the geographical and institutional diversity of studies in this area.

4.2. Network mapping

Bibliometric networks were used to analyse bibliometric data and sociometric information from the sample. According to Van Eck and Waltman (2014), these networks are designed using one of three visualisation approaches: distance-based, graph-based, or timeline-based. In the case of the present study, the approach will be distance-based, as the VosViewer® software used shows bibliometric networks defined by the distance between points, called "nodes". In this sense, the nodes are positioned in such a way that the distance between any two of them indicates the strength of their relationship, with a shorter distance indicating a stronger relationship. In addition, nodes are assigned to clusters in a network, constituting a set of closely related nodes using colours to indicate the cluster assigned to the nodes (Van Eck & Waltman, 2014).

Therefore, a bibliographic coupling network was constructed linking the works to their references, i.e., how many citations the articles have in common. To create the map, a threshold of at least one Citation per document was set. It was possible to find 37 connected items and a total of 5 clusters, as shown in Figure 3. Thus, cluster 1 (red) investigates the effects of sharing on P2P platforms, especially of products; cluster 2 (green) articles generally explore the consequences and impacts of P2P consumption; cluster 3 (blue) focuses on the market structure of collaborative P2P consumption; cluster 4 (yellow) consists of studies more closely linked to the behaviour of P2P platform users, especially accommodation; and cluster 5 (purple) concentrates on more specific studies on consumers' intention to participate in P2P platforms.

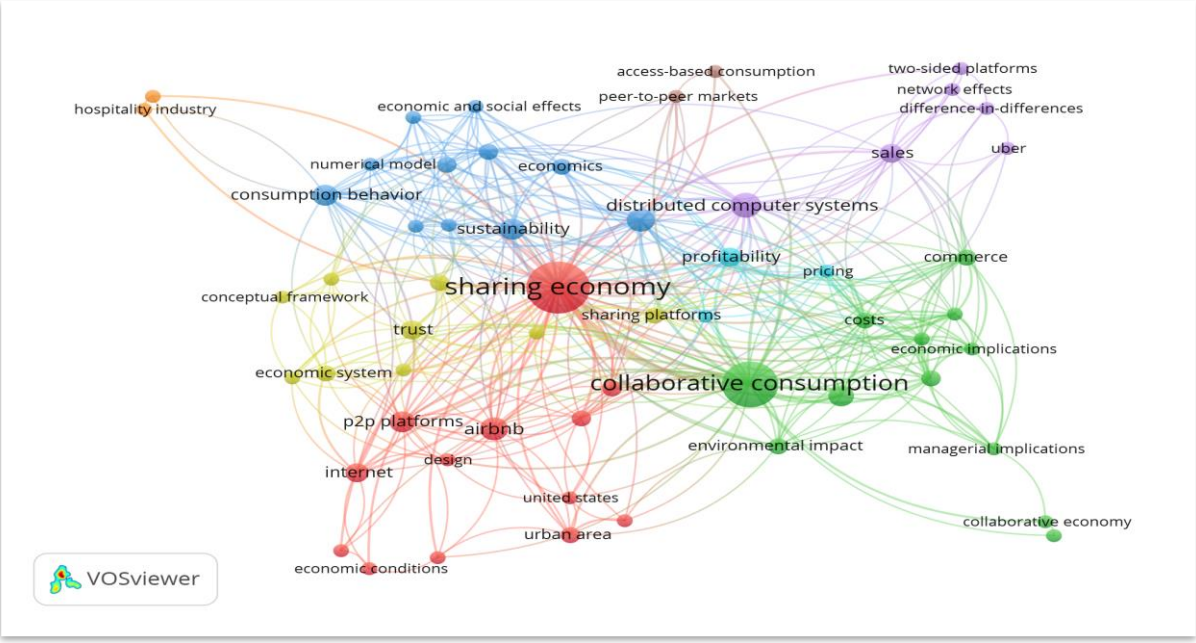
Figure 3 Bibliographic Coupling Network



Source: Research data.

Regarding the network of the main keywords used, it was possible to verify a greater number of links or connections between the terms used. Out of a total of 408 terms, a threshold of at least two occurrences was set, generating 58 words represented in Figure 4. Since it is part of the scope of the work, the terms that stood out the most were “sharing economy” and “collaborative consumption”. It can be seen that terms such as platforms, Internet and design are related to the term “sharing economy” (red), while terms such as peer-to-peer, commerce, environmental impact, economic and managerial implications are related to “collaborative consumption” (green). Also noteworthy in Figure 4 are terms related to sustainability (blue), more technical terms (purple), and accommodation (orange).

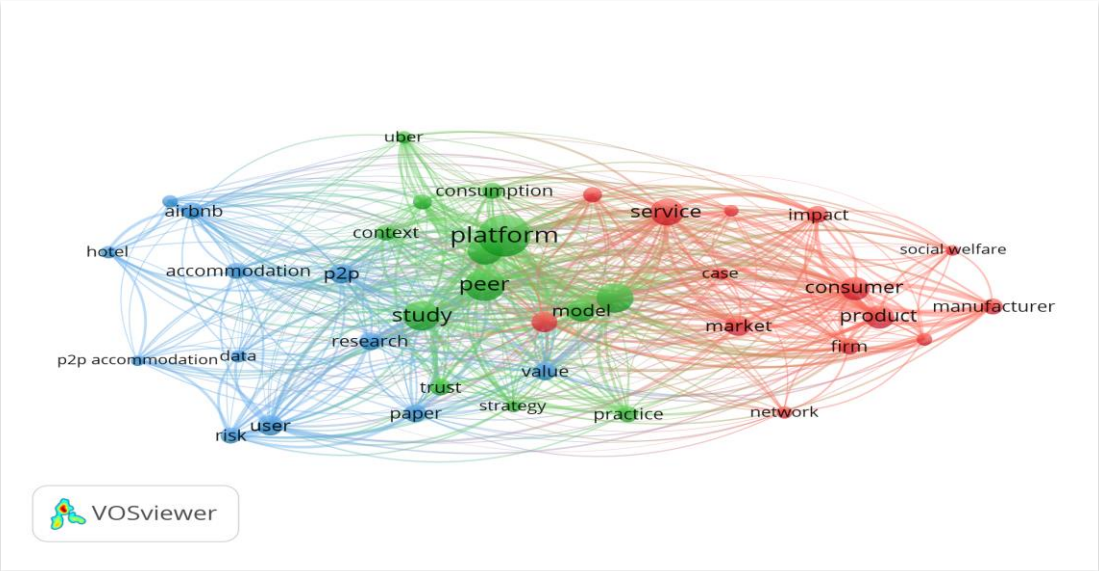
Figure 4 Keyword Network



Source: Research data.

Finally, to identify the main topics addressed by the articles, a co-occurrence map of terms in the titles and abstracts of the sample articles was created. Of the 1,620 terms, a threshold of at least eight occurrences was set, generating 38 links in three clusters shown in Figure 5. Thus, cluster 1 (red) refers to studies on the consumption of platforms in terms of the service provided or product shared, in addition to market issues, such as analyses and impacts; cluster 2 (green) refers to the P2P platform from the perspective of collaborative consumption (such as trust or studies with Uber); and cluster 3 (blue) focuses on P2P accommodation users.

Figure 5 Co-occurrence Network



Source: Research data.

The mapping of networks assembled with reference to distance enabled the survey of "nodes" and, from this, the identification of clusters for analysis. The results revealed a systematic approach to bibliographic relationships and the main keywords in studies on P2P platforms in the sharing economy. Through the bibliographic coupling network, 37 connected items were identified and grouped into five distinct clusters: effects, consequences, market structure, user behaviour, and intention to participate in these platforms.

The analysis of the network of keywords generated 58 items, the most prominent of which were related to the research context, such as "sharing economy" and "collaborative consumption", which served as a basis for other perspectives. In addition, analysis of the co-occurrence map of titles and abstracts revealed 38 links in three main clusters: studies on platform consumption in terms of service/product and market issues, the P2P platform from the perspective of collaborative consumption, and those focusing on P2P accommodation users. These results offer a comprehensive view of the topics addressed in studies related to P2P platforms and stand out as key areas of research in this field.

4.3. Analysis of the proposed agenda for future studies

Through the results and the formation of networks, it was possible to observe recurring themes and gaps as opportunities. From this, the main possible paths for future studies on P2P platforms were identified, as described in Table 2.

Firstly, the results here reinforced the basis for the study of P2P platforms in the sharing economy and collaborative consumption. Although this area is recent and diffuse (Lima & Carlos Filho, 2019; Silveira et al., 2016), it is possible to point out that, to better understand P2P platforms, the articles used the emergence of Airbnb not only as a reference (Guttentag et al., 2018; Tussyadiah & Pesonen, 2016; Zervas et al., 2017), but also as an object of study (Gutiérrez et al., 2017; Huang et al., 2019; Schivinski et al., 2020). In addition, they sought some conceptual understanding, given the references in Benoit et al. (2017) that deal with the fundamental triad in P2P consumption, Leismann et al. (2013), who reflect on the potential of a resource economy based on use, Bardhi and Eckhardt (2012) and Lamberton and Rose (2012), who propose new conceptualisations, and Belk (2014) and his contribution on sharing.

This led to four proposals for future studies: i) investigations into the effects of sharing via P2P platforms; ii) understanding the market structure of P2P platforms; iii) exploring the accommodation sector; and iv) emerging topics that are less explored and that provide clues as to the paths to be taken.

Table 2 Proposed agenda for future studies

Proposal	Description	Points to Explore
Effects of sharing through P2P platforms	To analyse the adaptability capacity of P2P platforms, considering sharing across different P2P platforms.	• Externalities. • Managerial impacts on the business or channel. • Changes in P2P platform strategies. • Potential for different sectors.
Market structure of P2P platforms	To understand the structure of different P2P platforms.	• The various actors and compositions of P2P structures. • The different sharing activities and their management. • Characterising and verifying the evolution of platforms. • People's engagement in collaborative consumption through the P2P market.
Holistic understanding	To integrate existing perspectives on the consumer experience of P2P platform users.	• Consumer experience in the personalisation of P2P platforms. • Effects on satisfaction, loyalty, and intention in other segments. • The ecosystem behind P2P platforms.
Emerging themes	To explore relevant themes that are still understudied.	• More tangible aspects related to platforms: internet, functionality, design. • Sustainability: sustainable consumer behaviour and environmental impacts.

Source: Research data (2021).

i) Effects of sharing through P2P platforms: to date, research has explored topics related to product sharing. Benjaafar et al. (2019) described a P2P product sharing equilibrium model in which individuals with varying levels of usage make decisions about whether or not to own a homogeneous product. Still on product sharing platforms, strategic issues have already begun to be addressed (Jiang & Tian, 2018), as well as understanding the effects on the distribution channel (Tian & Jiang, 2018) and the value of sharing (Fremstad, 2016). On the more technical side, there are more endogenous initiatives to describe the evolution of P2P platforms (Chasin et al., 2018) and their usability (de Rivera et al., 2017). In addition, operations via P2P platforms have already been highlighted as relevant for promoting services such as transport (Choi & He, 2019; Plenter et al., 2018) and facilitating collaborative consumption (Behrend & Meisel, 2018).

Although previous research has examined various aspects of issues related to the sharing economy and its various notions and dynamics, there is an opportunity to broaden our understanding of the resilience of these platforms. The proposal is to delve deeper into the consequences and implications of sharing over time for different P2P platforms. These include externalities, managerial impacts on the business or channel, strategic changes, and potential for sectors, for example, online P2P lending platforms, which are becoming increasingly popular (Au et al., 2020).

ii) Market structure of P2P platforms: in terms of collaborative consumption, P2P platforms have been studied as a means of facilitating exchanges. In this sense, research has already explored the motives, preferences, and behaviours related to collaborative consumption in different contexts, such as universities (Laurenti & Acuña, 2020), network economies (Perren & Kozinets, 2018), and online and offline communities (Vaskelainen & Piscicelli, 2018).

Nevertheless, the importance attributed to actors in the P2P field is clear (Benoit et al., 2017), as well as Perren and Kozinets (2018), who suggested paying attention to management due to the mix of technology, markets, institutions, and socialities by platforms. In addition, different styles of collaborative consumption (Guyader, 2018) and some characteristics (Chasin et al., 2018) have already been identified. Nevertheless, there is a need to understand more deeply the structure of different P2P platforms, including the

various stakeholders and composition of a sharing ecosystem, as well as people's engagement in a context of collaborative consumption and use of platforms.

iii) Holistic understanding: among the various sectors in which P2P platforms operate, accommodation stands out, with aspects that delve into various constructs surrounding perceptions and intentions regarding the use of P2P accommodation (Huang et al., 2019), motivations, traveller preferences (Young et al., 2017), attributes valued by consumers (Guo et al., 2019), added to the insertion of Airbnb, which sparked research interest (Gutiérrez et al., 2017; Razli et al., 2017; Schivinski et al., 2020).

In other words, after understanding that there is widespread interest in P2P platforms in the tourism and hospitality industry, it is clear that there is a need to broaden our understanding of dimensions such as loyalty, risk perceptions, and trust in the P2P platform market. This research proposal aims to integrate existing perspectives on the consumer experience of P2P platform users.

One can begin by understanding the impact of personalisation on the consumer experience on P2P platforms, since these platforms have the ability to collect a significant amount of data about users. Similarly, integrating findings from accommodation platforms to understand how this personalisation influences satisfaction, loyalty and purchase intent, moving beyond the contexto of Airbnb. Finally, research should explore the integration between different agents, interests and cooperation in the composition of the ecosystem behind P2P platforms.

iv) Emerging themes: some articles pointed to the preeminence of topics relevant to research that have yet to be fully explored. In this regard, de Rivera et al. (2017) studied the user interface and design of platforms. For these authors, the world and technology are constantly changing in response to social and economic transformations.

Focusing on consumers, Parguel et al. (2017) investigated the propensity of materialistic and environmentally conscious individuals to use second-hand P2P platforms, while Wang et al. (2019) developed a conceptual model to explore sustainable consumption behaviours based on data from a P2P platform. Analysing environmental effects, Martin et al., (2019) focused on the potential of a P2P product sharing platform, and Warmington-Lundström and Laurenti (2020) verified the environmental rebound effects of a P2P platform. Thus, it is noticeable that studies tend to investigate sustainable behaviour, even

though platforms are not the only vector of change. To this end, the authors themselves have already made some suggestions, which are incorporated here.

The proposal for future research begins with an understanding of the most tangible aspects related to platforms: the internet, functionality, and design. Platforms evolve, adapt and incorporate new functionalities over time, leading to new directions and forms of social production, possibly requiring new categorisations and understandings.

Furthermore, it is pertinent to explore the contexts of the sharing economy and P2P platforms in relation to sustainability. According to Parguel et al. (2017), the utopian vision of the sharing economy is entering a second phase of relative maturity, so new forms of sustainable consumption behaviour can be explored. This includes exploring their influence on consumption patterns and environmental behavioural effects.

5. CONCLUSIONS

This research aimed to map studies on P2P platforms in the sharing economy, presenting important considerations for a future research agenda. To this end, SLNA was adopted, a methodology that combines Systematic Literature Review with Citation Network Analysis. Thus, not limited to descriptive analyses, the study was able to deepen specific findings on P2P platforms in general, since research to date has been limited to a few sectors, such as accommodation and loans.

The first studies on P2P platforms from the perspective of the sharing economy are recent, beginning in 2010 with a notable peak in 2017 with an increase in publications and, from then on, a growing trend. Even so, the characterisation of the research showed a dispersion in the data, which was reinforced in the analysis of citation networks. When the connections between the elements of the network are not strong or well defined, it indicates that there is a lack of strong connections between the items investigated, such as researchers, publications, and journals (Van Eck & Waltman, 2019).

The results obtained provided some indications, such as the United States and China, which, by investing in business and research on the sharing economy, ended up standing out in publications and the journal Sustainability, as the go-to journal for publications on P2P platforms in this context. Even so, no consistent results were obtained to highlight specific authors, institutions, countries, journals, or publications as references. These results converge

with the perspective of the sharing economy and collaborative consumption area in other studies (Ertz & Leblanc-Proulx, 2018; Lima & Carlos Filho, 2019; Netto & Tello-Gamarra, 2020; Silveira et al., 2016).

The networks constructed using VOSviewer® for keywords, bibliographic coupling, and the co-occurrence map showed the connections generating some clusters, with which it was possible to synthesise and outline main themes as proposals for a future research agenda. In this sense, four suggestions were made with their respective descriptions and more specific points to explore, namely: i) effects of sharing through P2P platforms; ii) market structure of P2P platforms; iii) holistic understanding; and iv) emerging themes. Thus, this study contributed to stimulating new research, since, according to Chen et al. (2020), digital platforms continue to flourish in the business world, providing an excellent opportunity for researchers.

Despite the results, the study faced some limitations, such as the single database used in the search. By restricting itself to Scopus, the study may have left out references that could have contributed to more robust suggestions for future research. In addition, the type of document, articles, does not allow us to identify what researchers may be discussing, as in conferences, but rather something that has already been published. Future research may include more types of literature, in addition to other scientific databases. Although the bibliometric networks generated have provided a perspective, it is acknowledged that the cut-off points depend on the choices made by researchers, and further studies are needed that build on the proposals made here, but in a comparative and aggregating manner.

From a methodological point of view, this article highlights the opportunities offered by a joint approach between systematic literature review and citation network analysis. Visual analysis allows for effective combination of data, beyond descriptive analysis.

Finally, we believe that this study innovates by identifying topics in the literature on the business model of P2P platforms, given the emerging context of the sharing economy. This suggests an opportunity to intensify studies in this area, including quantitative studies, as knowledge about the phenomenon is becoming more established in academia.

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