



PRME Principles for Responsible
Management Education
CHAPTER
LATIN AMERICA & CARIBBEAN



Educación en negocios responsables y con impacto en las ODS

PRME LAC 11TH MEETING

 7 y 8
noviembre 2022

 **Centrum PUCP**
Lima - Perú

Title

Sharing Economy Towards Sustainability: Latin America Entrepreneurships Analysis

By Rocío Romaní and Percy Caruajulca
DBASP5 Centrum PUCP

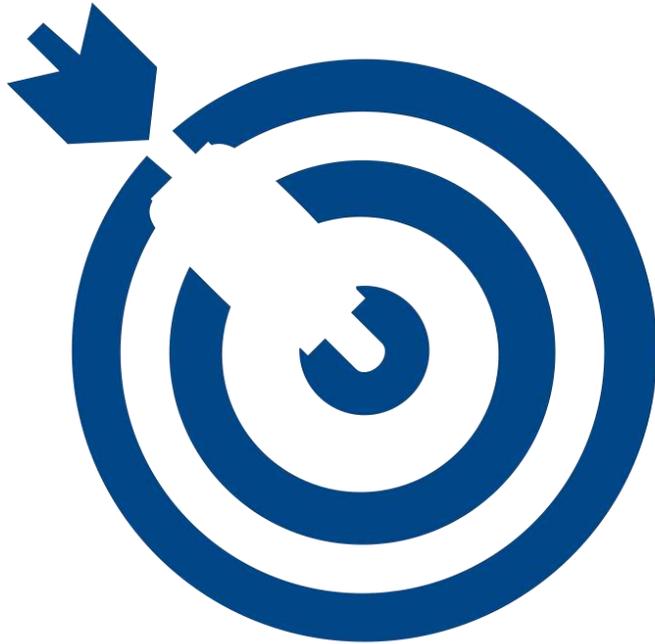


Abstract



- Entrepreneurship is based on many personal motivations, cognitions, **behaviors, and passions**.
- This is a **dynamic and constant** phenomenon in Latin America of type **disruptive, fast and collaborative business** model.
- However, understanding how entrepreneurship is aligned with **sustainably and shared economy** needs more academic focus.
- This paper, through a **systematic literature review**, tries to know the main gaps, considering the region's uncertainty and informality characteristics, plus potential industry 4.0's benefits.

Purpose



- To find the main gaps in the literature associated with the entrepreneurship phenomenon concerning the shared economy trend.
- Focusing on Latin America.

Keywords: sharing economy, collaborative economy, social business, sustainability, Latin America.

Design/methodology/approach

- Adapted the PRISMA methodology (Moher et al., 2010).

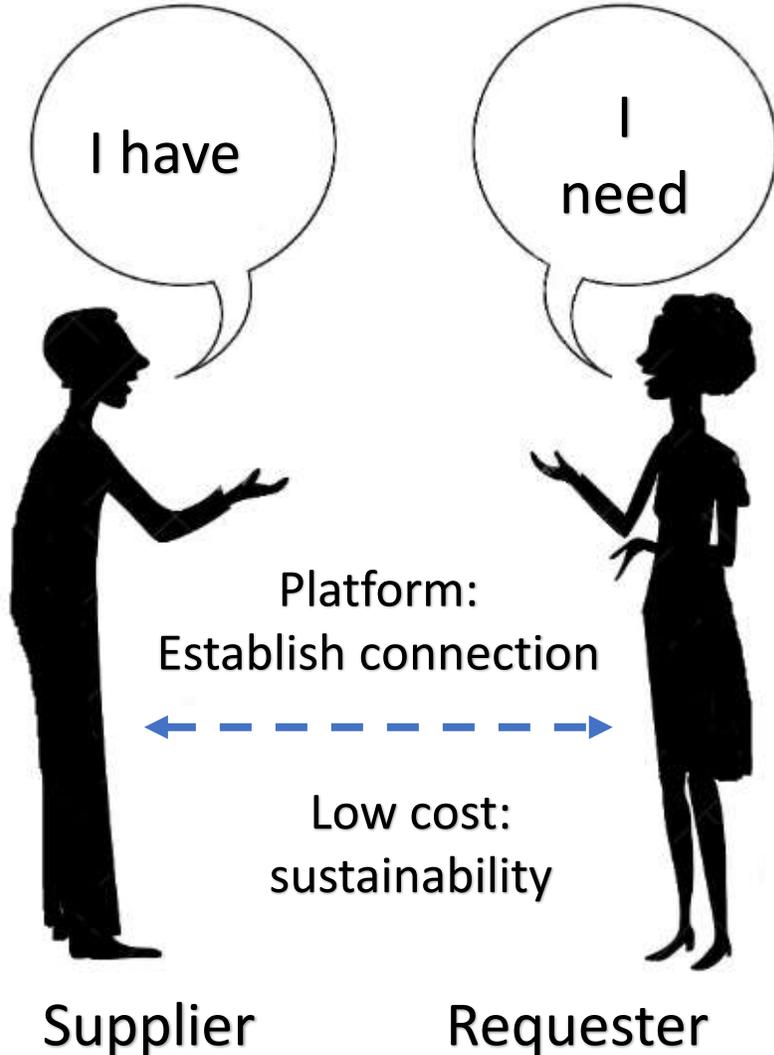


Findings

- Entrepreneurships focused on **responsible consumption** aligned with the objectives of sustainable development **have great opportunities** for research and generalization in Latin America.
- This region face **continuous threats of uncertainty and informality** in a dynamic environment (Ivanov et al., 2019; Lopes et al., 2021; Robinson, 2020).
- If these entrepreneurs would base their activities on thinking sustainably by taking advantage of, for example, the Industry 4.0 (Nascimento et al., 2019), **it would allow them to adopt innovative business models** with few assets to counteract waste and underuse of resources (Hossain, 2020; Meenakshi, 2021; Sundararajan, 2016).



Implications / Research Limitations



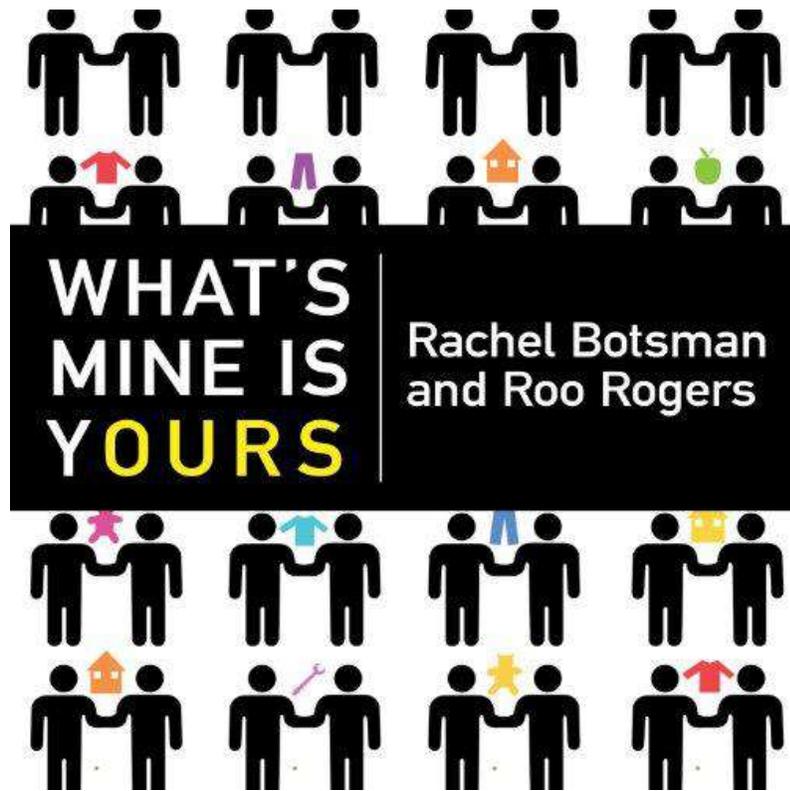
- Although sharing economy represents total values in billions **US\$15B in 2014 to US\$335 B in 2025**. LATAM has **limited participation** in sharing economy research.

(Pastran et al., 2021)

- Sharing economy and sustainability in entrepreneurship in Latin America are broad issues, with different dimensions, barriers and problems. Even the investigations in LATAM of shared economy are **limited, scattered and cross-sectional studies** that limit measuring the impact of the share economy model.

(Ertz & Leblanc-Proulx, 2018; Zhu & Liu, 2020).

Practical Implications

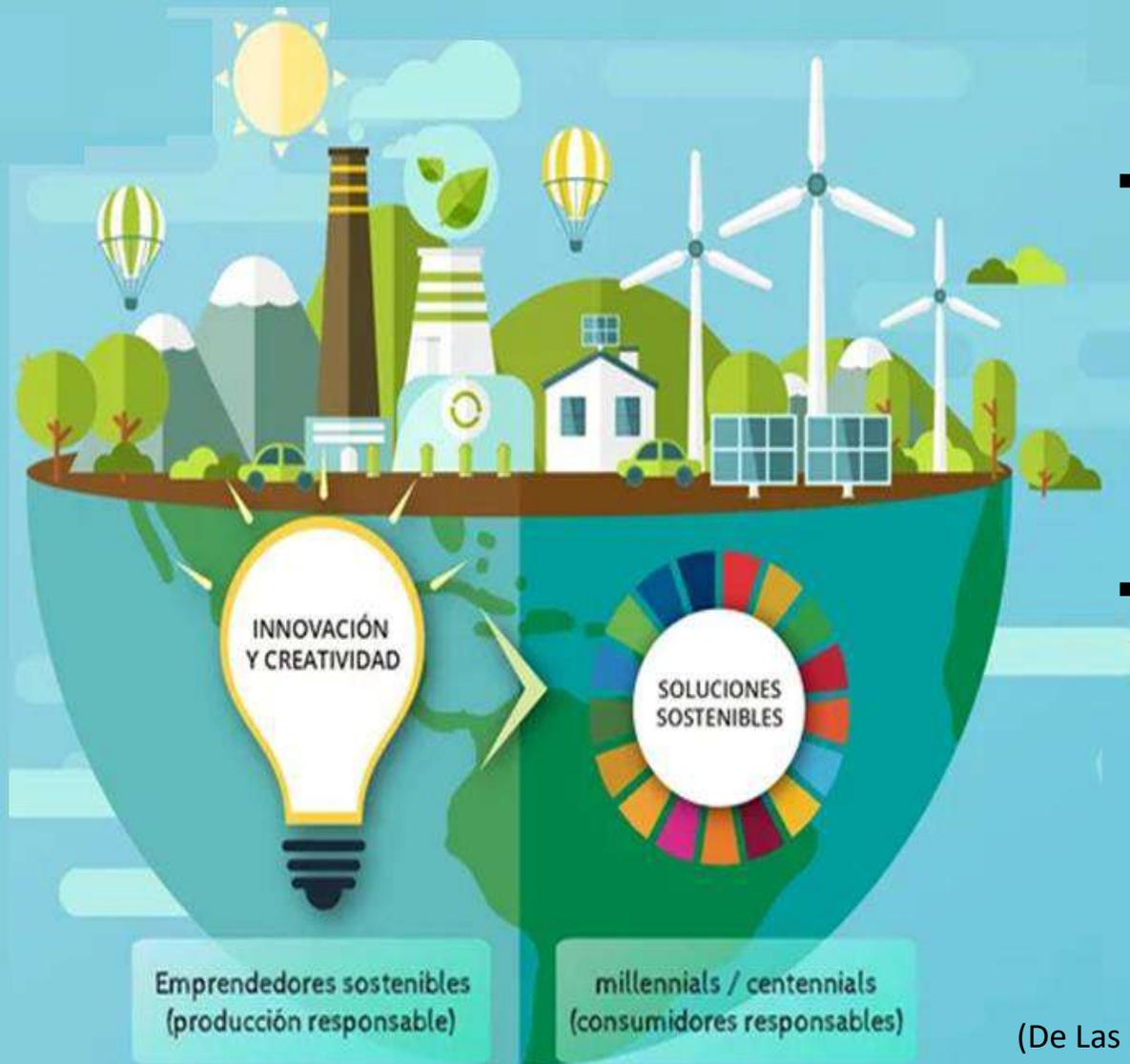


Botsman y Rogers (2010)

- Contribute to the analysis of entrepreneurship with a vision of **opportunities framed in Sustainable Development Goals** from the perspective of bibliometric studies.
- Sharing economy, more than a passing trend, **it is an innovative model that can be extrapolated** related to sustainable consumption and manufacturing.

(Aguinis et al., 2020; Filippas et al., 2020; Hernandez-Pozas et al., 2021; Tejedor et al., 2020)

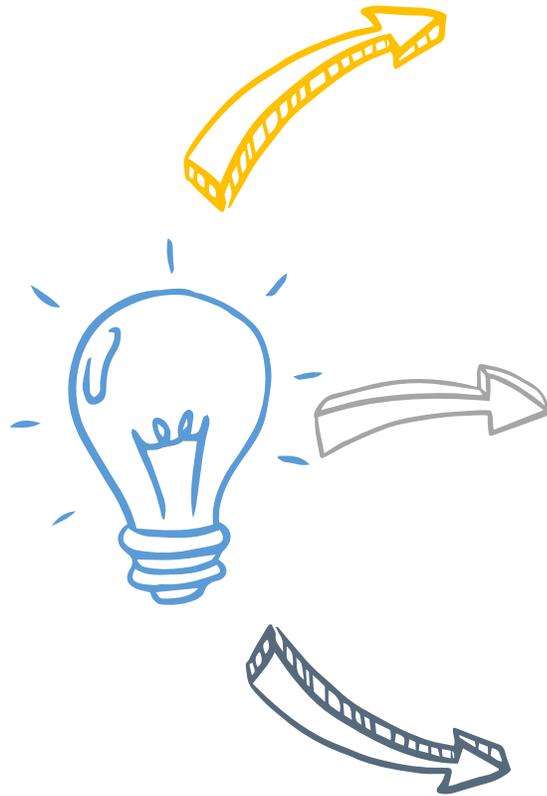
Social Implications



- Entrepreneurship based on a sharing economy presents a challenge and opportunity to change their business models to **respond the economic crisis and changes in consumption.**
- Literature showed that Latin American consumers **enjoy the opportunities that innovation** brings to their lives.

(De Las Heras et al., 2021; Meenakshi, 2021; Pastran et al., 2021; Sullivan et al., 2018)

Originality /value



- **Finding the main gaps in the literature** associated with sharing economy business models that respond to the Sustainable Development Goals (SDGs) in Latin America.
- Although the complexity and diversity in Latin America, this investigation pay attention in gaps finding **future research directions and their impact of sharing economy.**
- Few investigations in Latin America have focused both in **Entrepreneurship and the sustainable development goals.** in addition, our paper tries to give some insights about the alternatives for sustainable development of those entrepreneurs. Where a proper political support, plus ethics behaviors are also crucial

(Ertz & Leblanc-Proulx, 2018; Kong et al., 2020; Lopes et al., 2021; Pastran et al., 2021; Zhu & Liu, 2020)

References

- Baumber, A., Scerri, M., & Schweinsberg, S. (2019). A social license for the sharing economy. *Technological Forecasting and Social Change*, 146, 12-23. <https://doi.org/10.1016/j.techfore.2019.05.009>
- De las Heras, A., Relinque-Medina, F., Zamora-Polo, F., & Luque-Sendra, A. (2021). Analysis of the evolution of the sharing economy towards sustainability. Trends and transformations of the concept. *Journal of Cleaner Production*, 291, 125227. <https://doi.org/10.1016/j.jclepro.2020.125227>
- Ertz, M., & Leblanc-Proulx, S. (2018). Sustainability in the collaborative economy: A bibliometric analysis reveals emerging interest. *Journal of Cleaner Production*, 196, 1073-1085. <https://doi.org/10.1016/j.jclepro.2018.06.095>.
- Hossain, M. (2020). Sharing Economy: A Comprehensive Literature Review. *International Journal of Hospitality Management*, 87. <https://doi.org/10.1016/j.ijhm.2020.102470>
- Jasso, J., Núñez, I., & Torres, A. (2022). Innovation and Entrepreneurship: The Latin American Thought. In *The Emerald Handbook of Entrepreneurship in Latin America* (111-132). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80071-955-220221009>
- Ivanov, D., Dolgui, A., & Sokolov, B. (2019). The impact of digital technology and Industry 4.0 on the ripple effect and supply chain risk analytics. *International Journal of Production Research*, 57(3), 829–846. <https://doi.org/10.1080/00207543.2018.1488086>
- Kong, Y., Wang, Y., Hajli, S., & Featherman, M. (2020). In sharing economy we trust: Examining the effect of social and technical enablers on millennials' trust in sharing commerce. *Computers in Human Behavior*, 108, 105993. <https://doi.org/10.1016/j.chb.2019.04.017>
- Lopes, J., Oliveira, M., Silveira, P., Farinha, L., & Oliveira, J. (2021). Business Dynamism and Innovation Capacity, an Entrepreneurship Worldwide Perspective. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 94. <https://doi.org/10.3390/joitmc7010094>
- Meenakshi, N. (2021). Post-COVID reorientation of the Sharing economy in a hyperconnected world. *Journal of Strategic Marketing*, 1-25. <https://doi.org/10.1080/0965254X.2021.1928271>
- Robinson, W. I. (2020). Global capitalism post-pandemic. *Race and Class*, 62(2), 3–13. <https://doi.org/10.1177/0306396820951999>
- Sullivan, K., Thomas, S., Rosano, M., 2018. Using Industrial Ecology and Strategic Management Concepts to Pursue the Sustainable Development Goals. *Journal of Cleaner Production*, 174, 237-246. <https://doi.org/10.1016/j.jclepro.2017.10.201>.
- Sundararajan, A. (2016). *The Sharing Economy: The end of employment and the rise of crowd-based capitalism*. MIT Press.
- Tejedor, S., Ventín, A., Cervi, L., Pulido, C., & Tusa, F. (2020). Native media and business models: Comparative study of 14 successful experiences in Latin America. *Media and Communication*, 8(2), 146-158. <https://doi.org/10.17645/mac.v8i2.2712>
- Zhu, Xiaoxi; Liu, Kai (2020). A systematic review and future directions of the sharing economy: business models, operational insights and environment-based utilities. *Journal of Cleaner Production*, (), 125209–. doi:10.1016/j.jclepro.2020.125209

Gracias



PRME Principles for Responsible
Management Education
CHAPTER
LATIN AMERICA & CARIBBEAN

