ISSN 2222-2944. Інформаційні технології: наука, техніка, технологія, освіта, здоров'я. 2023

AN ANALYSIS OF THE IMPACT OF THE SHARING ECONOMY ON SOCIAL AND ECONOMIC DEVELOPMENT

Wang Yanju, Volosnikova Nataliia
National Technical University «Kharkiv Polytechnic Institute», Kharkiv

As a new economic model, the sharing economy has attracted widespread attention from all sectors of society. By building information technology platforms, it optimizes the use of idle resources in society, shares these resources with those in need, realizes resource reuse and sharing, and provides a new business model for entrepreneurs.

With the continuous development and popularization of internet technology, as well as the application of new technologies such as Internet of Things and mobile payment technology, sharing economy as a new economic model has developed rapidly. The essence of sharing economy is to optimize the idle resources in society through the construction of information technology platforms, and share these resources with the people who need them, realizing the reuse and sharing of resources.

Shared mobility is one of the most representative industries in sharing economy, mainly including shared bicycles, shared cars, carpooling, and taxis. Shared mobility can reduce traffic congestion, decrease air pollution, improve urban operation efficiency, and also provide convenient and affordable transportation for the public. Shared accommodation refers to sharing and utilizing idle housing resources through internet platforms, mainly including homestays, hotel-style apartments, and short-term rentals. Shared accommodation can provide more personalized and customized accommodation services for tourists, while also providing convenient and affordable housing options for the public. Shared office space provides flexible workspace and services for individuals and companies through shared office space, mainly including independent offices, shared workspaces, and conference rooms. Shared office space can reduce business costs, improve office efficiency, and also promote cooperation and communication between companies. Shared fitness refers to providing more convenient and affordable fitness services for the public through sharing fitness equipment and venues, mainly including shared gyms and fitness equipment. Shared fitness can promote healthy living, lower fitness costs, and also increase the utilization rate of fitness equipment and venues.

The development of the sharing economy will optimize resource allocation, promote resource sharing, achieve resource reuse, and improve economic and social benefits. At the same time, the sharing economy is also beneficial for reducing the wealth gap and increasing social welfare. The development of the sharing economy is of great significance for promoting social and economic development.

The sharing economy is a new business model that is based on information technology and promotes economic development and upgrading through resource sharing, collaborative innovation, and entrepreneurship. The development of the sharing economy has a positive impact on promoting economic growth, optimizing resource allocation, increasing employment rates, and enhancing market competitiveness.