RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS VOLUME 66

THEORIZING THE SHARING ECONOMY: VARIETY AND TRAJECTORIES OF NEW FORMS OF ORGANIZING

EDITED BY

INDRE MAURER

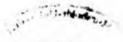
University of Göttingen, Germany

JOHANNA MAIR

Hertie School, Germany | Stanford University, USA

ACHIM OBERG

WU Vienna University, Austria / University of Mannheim, Germany





United Kingdom – North America – Japan India – Malaysia – China

CONTENTS

Contributor Biographies	vii
Variety and Trajectories of New Forms of Organizing in the Sharing Economy: A Research Agenda Indre Maurer, Johanna Mair and Achim Oberg	I
Market, Hierarchy, or Clan? Types of Governance in the Sharing Economy Philipp C. Mosmann and Jennifer Klutt	25
	20
Shaping Emotional Labor Practices in the Sharing Economy Eliane Bucher, Christian Fieseler, Christoph Lutz and Gemma Newlands	55
An Institutional Logics Perspective on the Gig Economy Koen Frenken, Taneli Vaskelainen, Lea Fünfschilling and Laura Piscicelli	83
The Sharing Economy as an Emerging and Contested Field – How Classic and Institutional Entrepreneurs Cope with Plural Theoretical Frames	
Aurelien Acquier, Valentina Carbone and Laëtitia Vasseur	107
Is the Sharing Economy a Field? How a Disruptive Field Nurtures Sharing Economy Organizations Dominika Wruk, Tino Schöllhorn and Achim Oberg	131
Category Kings and Commoners: Within and Cross-category Spill-overs in the Sharing Economy <i>Pinar Ozcan, Kerem Gurses and Mareike Möhlmann</i>	163