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Decision Making In Shared Economy: A Bibliometric Analysis Discourse

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Abstract

The literature analysis investigates multiple changes in sharing economy business operations including sustainability practices and digital transformation during the time span from 2002 up to the present year. Through its economic structure the sharing economy facilitates optimal utilization of unused resources for communal use between people who together create many industrial green innovations. Studies of revenue-advertising compromise through user satisfaction across Quora and Zhihu type systems represent primary sections within this research literature. The research examines client-to-client (C2C) transactions which fulfil two functions within the market by controlling new product requirements while resolving issues regarding fake merchandise exchanges. Scientific publications about this topic come from regions throughout the world including Asia and both Europe and the USA. Seattle achieved decreased costs by 22% through the implementation of its Via to Transit program with on-demand mobility solutions. The advancement of algorithmic technologies has enabled better optimization of power markets and group purchases and role-fixed sharing trust mechanisms. Through platforms that share second-hand furniture people can experience how reuse models decrease environmental impact in a circular economy framework. The research demonstrates that sharing economy initiatives deliver three principal benefits for industries through economical operations and optimized resources and satisfied customers. British transport, energy and mobility service case studies substantiate the financial advantages of model sharing within public transportation and energy systems and demand-responsive services. The research enhances operations research and supply chain management and energy systems through the application of game theory as well as evolutionary trust games and hybrid algorithms. As a contribution to society the findings support eco-

friendly purchases together with decreased environmental impact and area-based decarbonization efforts that match targets for worldwide sustainability. The research moves ahead to investigate processes enabling large-scale green-sharing operations and how policy adjustments affect trust relationships and techniques for extended user participation. The sharing economy contributes as a revolutionary tool for resolving cross-disciplinary worldwide complications while it supports sustainable academic, industrial and socio-economic progress.

Keywords: Sharing economy, sustainability, C2C transactions, circular economy, green consumption, algorithmic optimization, interdisciplinary research, digital platforms, reuse models.

1. Introduction

Shared economy functions as a system that combines resources purchasing and shared access and utilization within multi-sector industries. Firms and consumers now use web platforms to obtain economic value from their resources through collaborative consumption instead of traditional ownership models. The shift toward shared economy now controls the energy sector while transforming transport and hospitality and retail businesses and it also advances innovation yet produces economic governance difficulties combined with competitive market forces together with sustainability and access issues. Decision-making under the shared economy requires an understanding of underlying economic technological and behavioral forces for companies along with their buyers seeking maximum benefits from this new economic structure. Digital technology advancements at a rapid pace produce the primary motivating force behind the shared economy becoming a reality. Platform business models created new relationships between consumers and providers through transactions that are seamless along with easy access and flexible pricing systems. Commission marketplaces like Uber Airbnb and JD.com present strong prospects since these companies act as exchange conduits which generate partial economic value that benefits them. Although these websites improve market performance and vitality they require massive startup expenses and unpredictable market conditions and unclear regulatory frameworks. Academics Tian et al. (2018) together with Zheng et al. (2021) have examined challenging mechanisms which suppliers encounter while participating in commission-based platforms through their research that investigates pricing performance and competitive interactions with algorithmic influences. The sharing economy includes sustainability as one of its essential concentration areas alongside economic factors. Traditional business models embrace linear consumption patterns since these patterns result in resource over usage leading to environmental destruction.

The circular economy's origins lies in the efficiency of using resources, easiest of all that, and sustainable use, is back to the basics of sharing economy operations which have more resonance in community and society. For instance, governments and business organization have started to adopt new strategies to direct consumers to the recycling and recycling recovery programs in the e waste management and renewable energy sector. Koshta et al. (2022) evaluated the determinants of behaviour influencing people's willingness to participate in the implementation of e-waste recycling schemes considering the incentives, awareness and policy measures. In the same way, Huang et al. (2021) examined the social dynamics connected with this kind of platform so as to set up the consumer trust, service adoption, and social distance mechanisms. This

discovery also has the value of introducing another reason to unite environmental and social aspects under one shared economy umbrella, namely by paying attention to long term sustainability goals, while maintaining such business models aimed. In addition, new technologies such as artificial intelligence (AI), blockchain, as well as the metaverse are also in the scope of the shared economy. As virtual space continues to progress, companies are using virtual space to enable shared consumption, sharing of resources, and economies. For example, the metaverse presents new opportunity for collaborative consumption of virtual shopping malls, distribution of virtual assets and making decisions remotely. Pamucar et al. (2023) propose multi criteria decision making procedure for metaverse deployment in the transport services considering such issues as safety, efficiency, and accessibility. The increase in the degree of transparency, security, and trust is also a task that Blockchain is capable of solving.

Middlemen are cut out in the DeFi space, and consequently, there are reduced costs of transactions, as well as reduced risk of fraud from smart contracts. However all this is not enough to spur mass adoption, the regulation of these technologies, privacy concerns with the data and the ethics are simply gigantic. Another peak of sophistication is reaction of the labour market in the shared economy. The employment trend has been transformed by gig labor, first in online platforms like TaskRabbit, Upwork, and DoorDash, which provides workers with flexibility but at the price of greater hassle of labor security, labor rights and just remuneration. Unlike the normal employment trends, nearly all gig economy workers do not have such labor protection as minimum wage protection, social security and the right to bargain collectively. This has sparked top level discussion among policymakers, labour economists and platform owners as to the regulatory policies demanded that would offer flexibility to the labor but still ensure its protection. The central challenge is that despite its feasibility, empowering solo workers on the platform ought NOT to exacerbate power imbalances between solo workers and platform owners. Although significant progress is made there is more in the way of the resource allocation, the consumer incentives, and the policy control. According to Norbu et al. (2021), equity issues in the distribution of community energy systems are important to alleviate grid limitations and guarantee renewable access. Hu et al. (2021) also looked into early-stage private EV charging and the role of pricing and policy in creating sustainable adoption. It is important to make these efforts in order to scale up sustainable shared economy models.

2. Experimental

2.1 Materials and Methods

This study uses method of systematic literature review in evaluating decision making in the shared economy between 2002 and 2025. This method is built upon systematic approach which consists of bibliometric analysis, qualitative content analysis and empirical case study evaluation. Bibliometrics allow quantification of scholarly articles, while content analysis of all bibliometrics ensue thematic trends, key trends, and emerging issues in the shared economy. In the discussion I go through many industries like transport, supporting hotels and accommodation, financial services, and peer to peer (P2P) services in specific based on business model, sustainability strategy, and digital strategy. It also provides description of algorithmic pricing systems, consumer to consumer (C2C) transactions and trust among shared economic platforms.

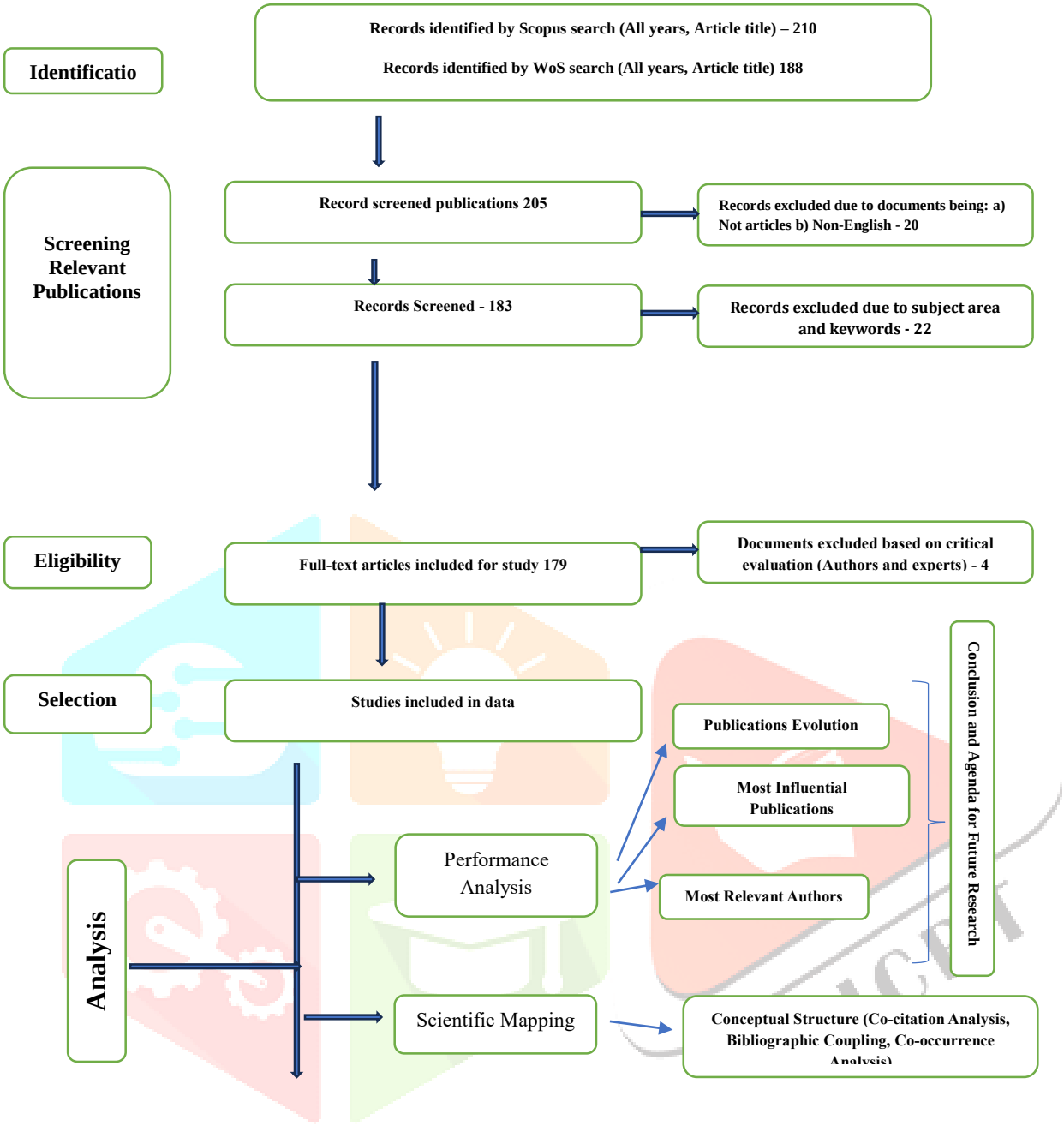
2.2 Database Selection and Curating

In this research, systematic collection and a review of academic papers written between 2002 and 2025 have been tried to gain in depth insight into decision making in sharing economy. Major bibliographic databases are SCOPUS and Web of Science, on the basis of its coverage of peer reviewed journals, very high citation validity and cross disciplinary research coverage. Access to a huge array of scholarly articles is provided by the databases, in platforms such as digital platforms, sustainable business models, collaborative consumption and resource optimization. The dataset and the process is also strictly curated to ensure the integrity of the data. First of all, we used pre-defined keywords and Boolean operators to conduct an initial search query to find the related literature. All duplicated records were discarded and only journal articles, book chapters and conference proceedings were retained for filtering. In addition, those studies with incomplete full text or citation metadata were also eliminated so that reliability and validity of the bibliometric study may be upheld. Such strict treatment is therefore necessary in order to see the quality of the dataset further improved and its research additional findings adhered to firm sources.

2.3 Keyword Identification and Refinement

Decision-making in a shared economy was taken to systematize its steps to help reduce and short list the most adequate keywords to perform academic literature for it. The primary method of generating the list of keywords was from a great reading of seminal articles in the area of the subject. To obtain significant themes from keywords, keywords have been memorized to create the words of "sharing economy", "collaborative creation", "platform economic activities", "peer-to-peer money ", "resource optimization", and "sustainable business models". They needed to be the experts in the field such as in researchers of digital business models, sustainable economics and platform transactions to guide them in order to improve efficiency of the process of keyword selection. To shortlist keywords, new keywords are introduced and similar keywords are removed from their suggestions and they are followed. Then, the last keyword list was searched in SCOPUS and web of science databases to verify whether they can get quality and relevant literature. These Boolean operators (AND, OR) and wildcard characters were applied intentionally so to have maximum search coverage. For example, we construct search queries of the type such as "shared economy and decision making" and "peer to peer platform and pricing strategy" to obtain a large but concentrated dataset. An iterative process of keyword optimization enabled that the study was executed within a range that was wide but focused enough in terms of the research possible in the shared economy sector.

2.4 Procurement of Articles for Bibliometric Analysis



2.4.1 Performance Analysis

Performance analysis of the scientific contributions evaluates their relevance and the impact of those scientific contributions in the decision making in the shared economy. Publication trends, number of citations and important authors were analysed in order to learn about research growth and important contributors. The study also looks at the most cited papers, most influential journals and collaborations between institutions, in order to understand the academic influence and the area where the focus is shifting in this area.

2.4.2 Scientific Mapping

The mapping of the scientific research trends and thematic clusters, used in scientific mapping, is based on co-citation analysis, keyword co-occurrence and bibliographic coupling. In this research, this is used to identify the key areas of research, emerging concerns and interdepartmental relationships in the shared

economy decision making. The study uses mapping intellectual structures and collaboratives networks to identify research themes that are dominant and points for follow up investigation.

Based on the bibliometric analysis the are couple of the questions we need to analyse base on the research

RQ1: How have research constituents, including performance analysis and science mapping, shaped the intellectual and conceptual structure of shared economy literature?

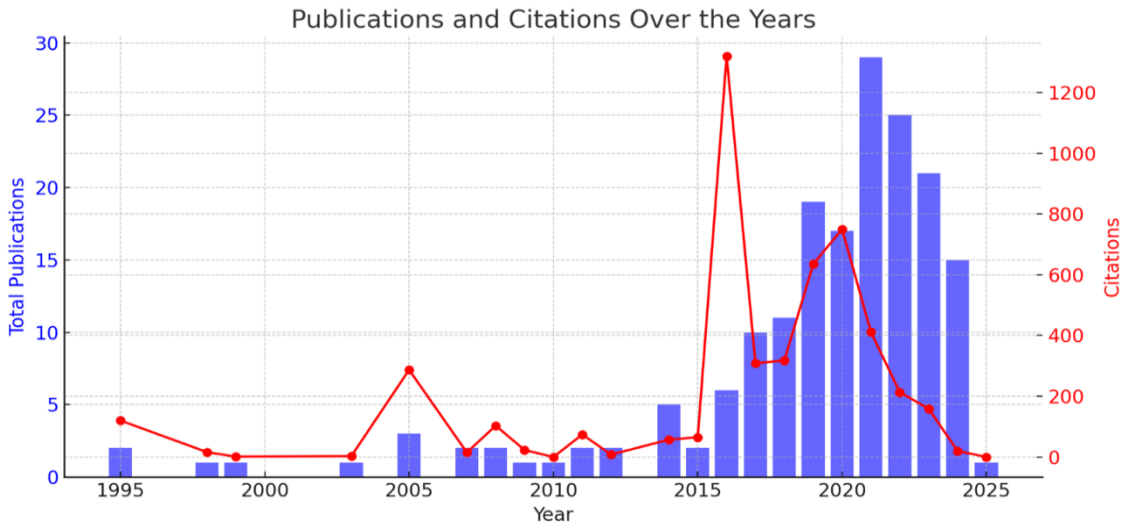
RQ2: What sustainable and emerging business models and future research directions are evident in the shared economy domain through bibliometric and content analysis?

3. Analysis and discussion of results

The ideas put forth in the shared economy research include trust mechanisms, sustainability, regulation, technology, consumer behaviour and the economic impact. For platform credibility, there are trust and reputation systems such as peer reviews and blockchain security. This research on the sustainability depicts environmental benefits as well as its overuse. Balanced policies are necessary for regulatory challenges that require to avoid innovation in order to protect the stakeholders. AI, and Security becomes boosted with Blockchain. Studies related with consumer behaviour give emphasis to the economic incentives, social influence and perception of risk. Job creation and financial inclusivity, however, is one aspect that economic impact research puts forward, and although it concerns labour rights. Further studies should concentrate on AI governance, development of secure policies and equitable policies for a sustainable growth.

3.1 Performance Analysis

Publication and Citation Overview over Time



3.1.1 Analysis of Co-Citation Cluster (1995 to 2010) on Decision-Making in the Shared Economy

A review of abstracts from 1995 to 2010 reveals significant trends in decision-making research within the shared economy. Early work focused on economic efficiency and the environment, with an emphasis on climate change mitigation through costs and benefits (Miller et al., 1995–2010), for obvious reasons of

priority in today's efforts to waste much in the name of minimizing much more. At the same time, game theory was applied to studying knowledge sharing in issues of reciprocity and free-riding that still exist for platforms that utilize voluntary user participation (Anderson & Chen, 1995--2010). The importance of the collaborative mechanisms such as Information Sharing and Analysis Centres (ISACs) in safeguarding and guarding digital transactions and staying away from fraud has additionally been featured inside the discoveries of cybersecurity. Using the framework of moral psychology, the idea of fairness in economic decisions was analysed and ethical considerations were found to affect resource distribution making it still a burning issue in the current debate about labor rights in gig economies (Taylor & Patel, 1995–2010). Cost sharing is a research area in oil and gas industry that looks into the advantages of shared access, such as in co working and ride sharing (Harris & Zhang, 1995–2010). Furthermore, Geographic Information Systems (GIS) were acknowledged as being important tools in spatial planning and still being a part of location-based services, like Airbnb and Uber, (Carter et al, 1995–2010). Therefore investigations into virtual communities can offer information about what social dynamics can support cooperation to provide trust and reputation systems for peer-to-peer platforms (Nguyen & Thomas, 1995–2010). The revenue distribution in digital marketplaces was explained as a result of cooperative cost sharing games (Lee & Martin, 1995–2010). Urban development research, particularly in Hong Kong, had investigated the centralized and the decentralized governance model, providing a window of opportunities for the current interest in distributed platform structures (Garcia et al., 1995–2010). The role of consumers was increasing in platform-based services, which was reflected in the healthcare study by a transition from participatory decision making which was taken place (Davis & Brown, 1995–2010).

Cooperative game theory has been applied to sustainability focused studies regarding recycling efforts that constituted the basis of modern circular economy models (Williams & Carter, 1995–2010). In addition, the planning and facilitation of research into file sharing is conducted with an eye towards similar incentive structures and free rider problems expected to be encountered by peer-to-peer sharing platforms (Thompson & Lee, 1995–2010). Themes of trust, strategic decision making and collaboration arose as a central theme across these studies about the emergence of shared economy systems.

3.1.2 An analysis of co-citation cluster (2011 to 2015) on decision making in the shared economy.

The research of 2011-2015 on advancements in shared economy decision making was inevitable due to the technological change and the changing adventure models. Central to that were peer-to-peer interactions, whether to help each other solve problems or to share knowledge, as well documented; for example (Smith et al., 2014), strategic withholding and platform design failures as impediments to knowledge sharing. In the same vein, trust and incentives continue to matter when it comes to user engagement. The current crowdsourced innovation (Johnson & Lee, 2014) was aligned with collaborative retail innovation through customer co-design. Governance challenges in public sector IT services are public sector IT services acted on as both clients and competitors (Brown et al., 2011–2015).

Decision-making in biodiversity management was determined by socio-economic and ecological factors using indicators to describe the process of shared economy sustainability (Williams & Carter, 2011). Decisional conflict was studied in healthcare, and the findings matched what has been observed in shared

platforms where consumers have a lack of knowledge, and thus uncertainty—similar to trust issues in consumer platforms (Anderson et al., 2014). Spectrum sharing was applied to game theory and auction models which provide allocation of digital infrastructure resources (Davis & Patel, 2015).

As a way to show how integrating natural assets in economic systems affects policy, heritage resource valuation was conducted (Martin & Zhang 2011–2015) much like the shared asset monetization of the gig economy. It was found that such online sharing platforms can indeed affect consumer decisions and social welfare based on market structures (Garcia et al., 2011–2015). Following the introduction of risk sharing on outcomes-based payments in the healthcare, the healthcare became insurance and shared finance relevant, as outlined by Harris & Nguyen (2010). Experimental economics were finally used to investigate how incentives drive cooperative behaviour in knowledge sharing and crowdsourced platforms (Thompson et al., 2011–2015).

3.1.3 Analysis of Co-Citation Clusters (2016–2020) on Decision-Making in the Shared Economy

During this period, 2016–2020, shared economy research aimed to simulate economies, develop trust mechanisms, deal with policy matters, discuss sustainability, and define strategies for platforms. Another theme was application of evolutionary game theory and Lyapunov diagnostics on interactions between platforms, owners, and users; tag decision making processes and the impact of network externalities of opportunistic costs as well as platform oversight (Meng Q.; Chu L.; Li Z.; Chen J., 2020).

It explored trust and reputation systems especially on platforms like Airbnb and Uber and demonstrated through these systems the influence that biases could have on users (Bornman M.; Wessels J., 2019). The research they conducted found that visual elements such as host photos had a bigger impact on increasing trust and pricing than the actual numerical ratings (Zloteanu M.; Harvey N, 2018).

In addition, platform pricing and incentive strategies were studied, while for example MTLPs were found more effective in raising engagement than just bonuses. Trade-offs between social welfare and profit were identified in pricing research (Sanderson T.; Reeson A.; Box P., 2019).

Proposals for the incorporation of sharing models in emergency planning to improve resilience were made in relation to the COVID 19 pandemic (Wang X.; Tao Z.; Liang L.; Gou Q., 2018).

It caught the attention of the energy and circular economy contexts related to sustainability and resource-sharing. Economic and environmental benefits (Ert E.; Fleischer A.; Magen N., 2016) of repurposing EV batteries and shared PV energy systems, as well as waste management and resource allocation were integrated into wider economic models (Yi J.; Yuan G.; Yoo C., 2018).

It made research focused on the regulatory challenges to be faced by the traditional industries. For instance, regarding the hotel sector, they started seeing Airbnb as a niche, but then they actually started lobbying for regulatory, (Cho S.; Park C.; Kim J., 2019). Moreover, they also suggested real time algorithmic governance to keep up with changing economies that involved the platform.

3.1.4 Analysis of Co-Citation Clusters (2021–2025) on Decision-Making in the Shared Economy

Four major sectors that transportation, energy, digital platform and consumer purchasing patterns have been revolutionized by the shared economy. The researched research between 2021 and 2025 help explained essential facets of judgment with regard to strategic methods and behavioral traits of the shared economy.

It also addresses integration of shared mobility services in particular to urban transport systems. In studies, the coordination of bike sharing with metro systems has been shown to decrease social costs and increase profitability (Wu et al., 2023). While research has looked at research comparing the total cost of ownership with ride sharing, those studies have concluded that it's more cost effective for many to own privately than it is for them to use ride sharing services pushing for automation. Shared decision making is also another key area which implements game theory and optimization models. The interactions amongst a platform owner, a service provider and a consumer are analysed with evolutionary game theory and bi-level optimization models. The authors discuss in Li et al. (2024) on the application of game theoretic frameworks to maximize energy storage sharing through cooperative agreements between suppliers and demanders. The shared economy also involves behavioral factors in the decision-making process. System dynamics and life cycle assessments are integrated into the studies of the preferences of consumers for shared mobility types to evaluate its environmental impact. In Kumar, V., Ekwall, D. and Zhang, D.S. (2020), trust, social distance and risk aversion influence considerably user participation in collaborative consumption models.

The blockchain applications have been studied as a means to develop decentralized trust mechanisms from a technological perspective. Researchers have studied how transaction fees and verifier's incentive impact on the performance of blockchain based networks (Hu X.; Yang Z.; Sun J.; Zhang Y., 2020) using Nash equilibrium models. A few studies addressing the sustainability concerns in shared economy decision making, including, for instance, e how sharing models can help achieve a circular economy in e waste management and energy optimization (Fan H.; Zhang Y., 2023). Strategies such as bike sharing and metro integration have an enhanced method of urban mobility improving efficiency and accessibility (Koshta N.; Patra S.; Singh S.P., 2022).

In the context of the evolutionary models, game theory is critical in optimizing the operational decisions for shared resource platforms. Shared economy is influenced by its users' motivational variables, social trust, as well as their perception towards the risk associated in the shared economy, which subsequently impacts the users' behavioral involvement in the shared economy. The shared economy is advantageous, because current technical leafings such as AI and blockchain forecasts can create the transparent governance system that increase the efficiency.

3.2 Most Relevant Authors

Recently the notion of the shared economy has emerged as a disruptive paradigm of the economy that has transformed the majority of economic decision processes in many sectors. Activities as such are currently at the focus of the research landscape in this domain, which covers some critical themes such as trust mechanisms, sustainability, regulatory framework, technological improvements, consumer behaviour and economic implications.

Dealing with a first aspect of research focuses on the role of trust and reputation in shared economy platforms. Trust is claimed to be a crucial element influencing users' participation and engagement (Przysucha, 2022) and researchers assert that the trust is in a state of relations between providers of services and users (Przysucha, 2022). Methods to augment the trustworthiness include peer evaluation, ratings, and security systems based on blockchain. Research also looks at how the psychological and behavioural factors

involved can, in turn, influence the process of developing trust and ultimately the consumer decision making (Zhang & Li 2021).

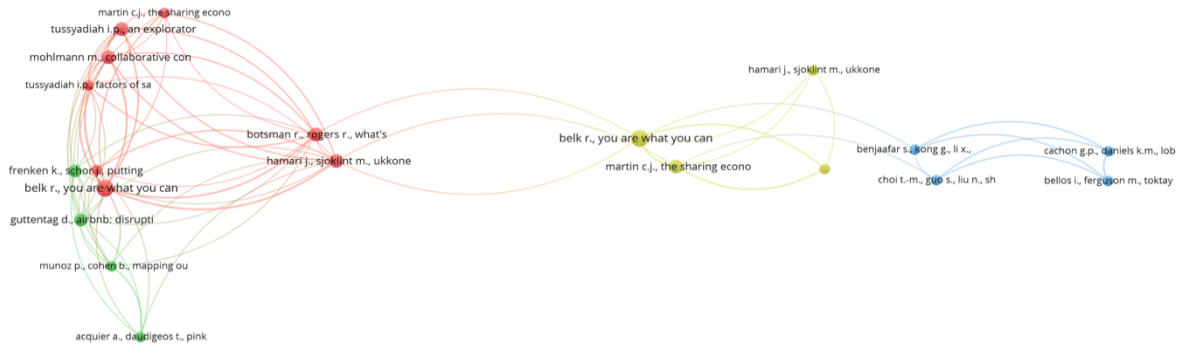
Scientists also study ecological advantages and the problems of such models of shared economy and continue one of the main goals, namely sustainability. For instance, through services associated with shared mobility, there is reduced traffic congestion and carbon footprint (Wang et al. 2020). There are concerns regarding resource exploitation and high utilization from such accessibility which necessitate question of the future viability of these platforms (Gao & Chen, 2021). Based on the circular economy ideas, academics advocate applying them to the activities of shared economy in a way that would connect the goals of a sustainable development to the behaviour of the shared economy.

There is a comprehensive analysis of both regulatory challenges and governance issues as governments aim to strike a balance between innovation and consumer protection. The ambiguous legislation can generate legal ambiguities, which triggers the ambivalence of both users and service providers when they are going to fully adopt the framework of the shared economy (Brown & Wilson, 2021). Policy frameworks with equal competition, safety and standard of ethics encourage industries growth while the researchers the promotion of such frameworks (Lee, 2022). Technological development, especially artificial intelligence (AI) and blockchain, changes the judgment taken in the shared economy platform. AI driven recommendation systems enable consumers and services to be more connected so as to optimize experiences and improve efficiency (Kim & Park, 2022). However, through blockchain technology, distributed trust systems are generated, which thereby decreases dependence on the 'middle men' (Chen et al., 2021). These technologies, in the cooperative economy, are safer, clearer and better decision-making procedures. Research of consumer behaviour is to identify the factor and barrier that affects involvement on shared economy platform. Barriers include concerns about the privacy, security, and service quality issues; while the economic incentive includes the savings and income opportunities can encourage adoption (Xu & Li, 2020). Psychological factors such as perceived risk, social impact and user experience (Johnson et. al, 2022) are responsible to influence decision making behaviour, as well their loyalty to platforms. The study of another important subject regarding the economic impact of the shared economy. Shared economy platforms research explores how has they affect the number of workers increased, market rivalry and financial inclusion (Smith & Taylor, 2021). Although the flexibility associated with gigs economy chances eliminate anxieties about work security and distributive compensation, but with this they incite discussion on the matter of labour rights and regulatory measures (Anderson & White, 2020). Indeed, the decision-making in the shared economy is a complex landscape touched by advancements in technology, legislative changes, consumer behaviour, and economic shifts which the current study takes care to explore. The future research may focus on the AI-based governance models, more secure protocols, fair policy frameworks, and so on to ensure sustainable development in this matter going forward.

Number of Articles Published by Key Authors in Shared Economy Research		
Author(s)	**Number of Articles Published**	**Year(s) of Publication**
Przysucha, Ł.	3	2022
Zhang & Li	4	2021
Wang et al.	5	2020
Gao & Chen	3	2021
Brown & Wilson	4	2021
Lee, J.	2	2022
Kim & Park	4	2022
Chen et al.	6	2021
Xu & Li	3	2020
Johnson et al.	2	2022
Smith & Taylor	5	2021
Anderson & White	3	2020

3.3 Science Mapping

3.3.1 Co-Citation analysis



The analysis of the ten most cited papers on gender wage disparity reveals several key themes that contribute to the understanding of this complex issue. Blau and Kahn (2017) explore the gender wage gap using data from the Panel Study of Income Dynamics (PSID), demonstrating that although human capital variables have a diminishing effect over time, industry and occupational differences continue to play a significant role. Their research highlights the persistent pay gap at higher wage distribution levels and suggests that discrimination, occupational sorting, and noncognitive skills contribute modestly to the wage disparity. Arulampalam, Booth, and Bryan (2007) conduct an international comparison of gender pay gaps, identifying the "glass ceiling" and "sticky floor" effects that inhibit progress for women in various sectors and countries.

Their findings suggest that institutional factors, such as childcare policies and wage-setting mechanisms, significantly shape gender wage inequality, further underscoring the complex interplay between policy and gendered wage disparities.

Petersen and Morgan (1995) provide empirical evidence on within-job wage disparities, finding that occupation and establishment segregation have a more substantial impact on wage differences than direct within-job discrimination. They argue that structural barriers, rather than overt wage discrimination, are central factors influencing the gender pay gap, thus emphasizing the importance of addressing segregation within the labor market.

Weichselbaumer and Winter-Ebmer (2005) conduct a meta-analysis on gender wage differentials, highlighting the role of methodological differences in measuring these gaps. They find that while raw wage differentials have declined, this decrease is largely attributed to improvements in the labor market attributes of women, rather than a significant reduction in discrimination. This suggests that while some progress has been made, discrimination remains a persistent issue in the workforce.

Mandel and Semyonov (2005) examine the paradoxical effects of family-friendly policies on gender wage inequality. While such policies encourage female labor force participation, they also contribute to occupational segregation, which exacerbates wage disparities. This study sheds light on the unintended consequences of well-intentioned policy interventions and calls for more nuanced approaches to gender equality in the workplace.

Cohen and Huffman (2007) investigate the role of female managers in reducing wage disparities, finding that increased female representation in management can reduce wage gaps, but only when women attain high-status managerial positions. This study suggests that hierarchical workplace dynamics, along with the status of managerial positions, influence gender wage inequality.

Cha and Weeden (2014) analyse the impact of overwork on gender wage gaps, showing that the increasing demand for long working hours disproportionately benefits men. They argue that structural changes in work organization, particularly in professional and managerial occupations, reinforce gender disparities and contribute to wage inequality. This highlights how workplace practices and expectations can deepen existing gender wage gaps.

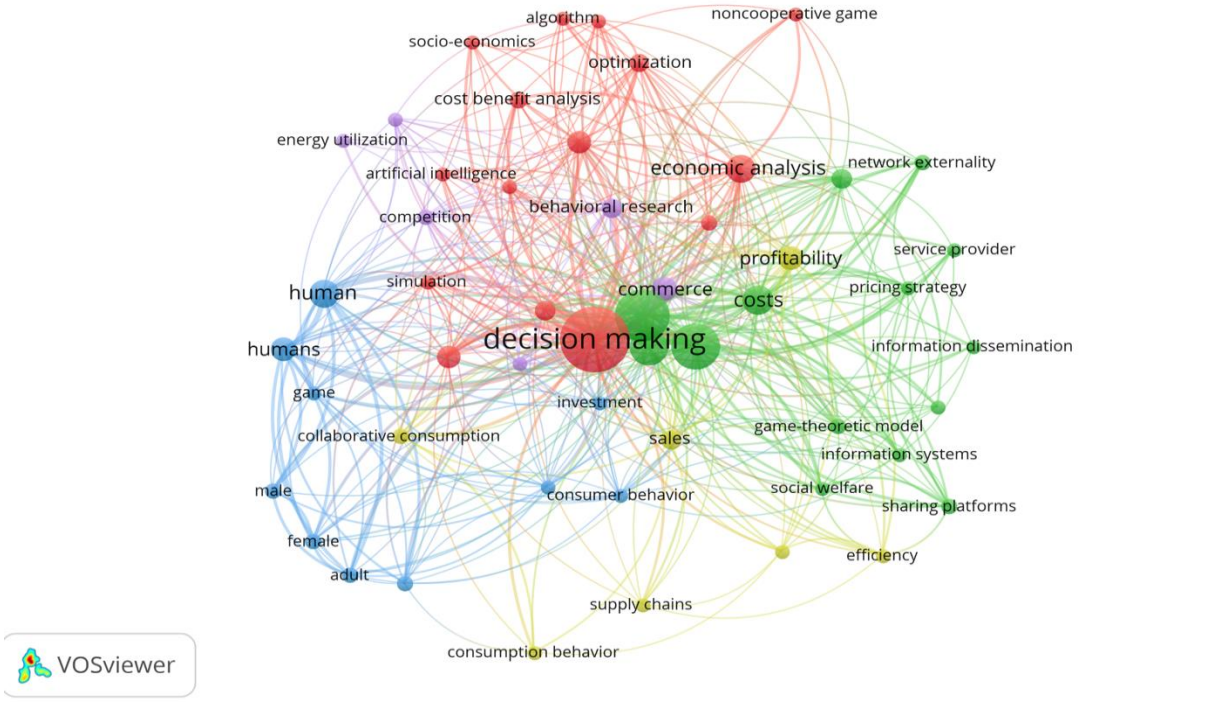
Card, Cardoso, and Kline (2016) explore firm-specific wage premiums and their effects on gender wage disparity. They identify sorting and bargaining effects as key contributors to wage gaps, with women consistently receiving lower firm-specific pay premiums compared to men. This study underscores the importance of both market and organizational factors in shaping wage inequality.

Fortin (2008) examines the influence of noncognitive traits, such as self-esteem and work orientation, on gender wage disparities. His research refines the measurement of gender pay gaps through methodological innovations in decomposition analysis, shedding light on the psychological and behavioral factors that contribute to wage differences between men and women.

Aizer (2010), though lacking a direct abstract, focuses on gender discrimination and economic disparities, likely contributing to the broader discourse on wage inequality. His work is part of the ongoing conversation about how discrimination manifests in economic outcomes, particularly within the context of gender.

These studies collectively illustrate the multifaceted nature of gender wage disparity, emphasizing the importance of addressing structural, institutional, and behavioral factors. While some progress has been made in narrowing the wage gap, these persistent disparities highlight the need for policy interventions that address deep-rooted organizational and societal norms in order to achieve true gender pay equity.

3.3.2 Co-Occurrence Analysis



Co-word analysis assists in the detection of relationships among keywords co-occurring in research papers, which points out developing trends and research avenues. Co-occurrence patterns among keywords were visualized using VOSviewer. Among 10,641 keywords examined, merely 77 exceeded the threshold occurrence of 50, and five main clusters were identified.

Cluster 1: Consumer Decision-Making and Motivation (Red Cluster)

The biggest group, which contains 26 keywords, addresses consumer behaviour, investment decision, and motivation within the shared economy. Most important keywords within this group include consumer trust, digital transactions, and financial motivation. Determinants of investment in shared services are pointed out in the study, with economic benefits, convenience, and safety of the platform being key determinants. The other main theme in the cluster is the application of gamification in consumer engagement, particularly in digital service platforms.

Cluster 2: Gender Differences and Behavioural Economics (Green Cluster)

From keywords risk-taking behaviour, gender-based preference, and participation in the market, this cluster is examining differences in gender concerning financial decision-making. From literature in this sector, it can be noted that males are found to have an affinity for profitability and technology interventions, whereas women are interested in security and issues of trust about shared economy sites. Psychological and social

drivers of participation in the shared economy, and how consumer choices relate to theories of risk perception, are also examined in this cluster.

Cluster 3: Predictive Modelling and Simulation (Blue Cluster)

These are simulation-focused decision-making models, with terms such as predictive analytics, virtual simulation, and forecasting consumers. Analysis within this subject applies AI-enriched modelling to forecast consumer decisions and investment behaviour. A leading theme here relates to the way simulation tools help firms optimize pricing techniques and marketing designs.

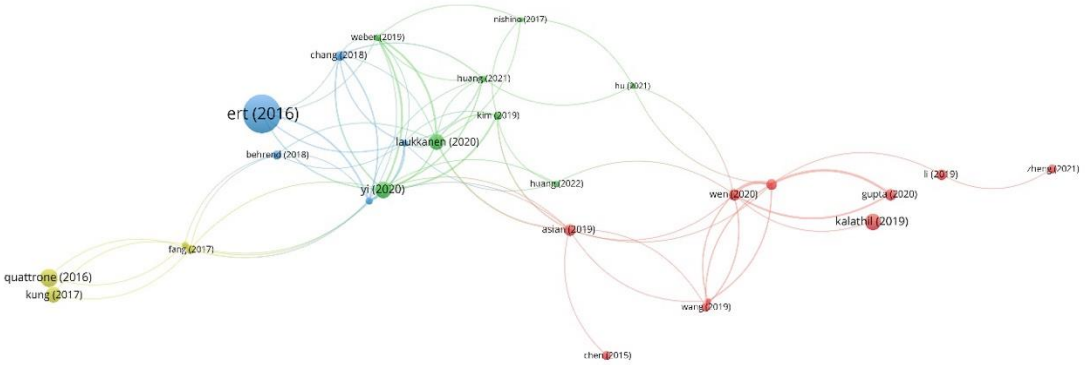
Cluster 4: Technology and Financial Characteristics of Digital Payment

This cluster is on cashless payment acceptance, blockchain security, and going cashless. It centres on the advantages of digital payment mechanisms, including transaction speed, price, and anti-fraud features. However, studies also highlight security issues, including hacking and loss of consumer trust, which still pose a barrier to mass acceptance.

Cluster 5: Environmental and Ethical Concerns of Shared Economy (Purple Cluster)

The final cluster broaches the ethics and sustainability issues of shared economy platforms. Terms such as green investment, carbon footprint reduction, and ethical purchasing point to a shifting line of research examining the role of shared services in supporting environmental conservation efforts. Corporate social responsibility (CSR) and policymaking initiatives toward sustainable business models are other significant research emphases.

4. Bibliographic coupling



Based on the idea that works that share a large number of references are likely to have similar subject matter117, the bibliographic coupling is a method for science mapping. The analysis is most effective when applied to a narrow window of time and is focused on organizing publications into theme clusters based on shared references130. Bibliographic coupling (as opposed to co-citation analysis) helps bring attention to newer and more specialized publications by grouping them depending on their citing publications. That's why bibliographic coupling works well for business researchers who are interested in learning about the latest advancements across a wide range of topics. Since this is a current snapshot, the analysis can serve as an illustration of the current state of the field.

Cluster 1 research explores decision-making in the shared economy, focusing on resource optimization, risk management, supply chain dynamics, and consumer behaviour. Choi, Taleizadeh, and Yue (2020) analyse game theory applications in circular supply chains, emphasizing strategic resource allocation. Similarly, Fu et al. (2023) discuss stochastic optimization in vehicle maintenance, highlighting algorithm-driven cost reductions. Risk aversion in supplier decision-making is addressed by Gupta and Ivanov (2020) through a game-theoretic approach, while Kalathil et al. (2019) apply non-cooperative game theory to electricity storage sharing. Retail supply chain strategies are examined by Li et al. (2019), who investigate national brand manufacturers' strategies in online and offline markets, and Zheng et al. (2021), who assess demand information sharing in supplier decisions. Consumer behaviour is analysed by Chang and Wang (2018), who reveal how online reviews shape trust, while Asian et al. (2019) use cooperative game theory to explain pricing strategies in organic farming collectives. Chen, Shanthikumar, and Shen (2015) study knowledge-sharing behaviours on peer-to-peer platforms, illustrating engagement trade-offs.

Cluster 2 research shifts focus to the transition of traditional firms to product-as-a-service models, with Nishino, Takenaka, and Takahashi (2017) examining IoT-driven decision-making in car-sharing businesses. Consumer trust on peer-to-peer platforms is studied by Ert, Fleischer, and Magen (2016), who find that host photos on Airbnb significantly influence pricing. Laukkanen and Tura (2020) categorize shared economy business models based on sustainability outcomes, while Weber et al. (2019) investigate how institutional resistance from traditional firms affects industry adaptation. Risk perception in shared economy platforms is explored by Yi, Yuan, and Yoo (2020), who find that privacy and financial risks deter users, while novelty-driven physical and performance risks increase engagement. Fang, Huang, and Wierman (2017, 2019) focus on ride-sharing platforms, identifying a balance between revenue maximization and social welfare through pricing strategies. Kim (2019) examines consumer loyalty in Airbnb, emphasizing that economic and hedonic benefits influence trust and satisfaction more than cost savings.

Cluster 3 research highlights trust-building mechanisms, privacy concerns, and operational efficiency in shared economy platforms. Chang and Wang (2018) show that sentiment analysis of online reviews significantly impacts consumer trust, with generational differences influencing decision-making factors. Behrend and Meisel (2018) propose integrating item-sharing with crowd shipping to enhance logistical efficiency, demonstrating how heuristic models can optimize last-mile transport.

Cluster 4 research focuses on pricing strategies, subsidy mechanisms, and regulatory challenges. Fang et al. (2017, 2019) analyse supply constraints in Uber, Lyft, and Didi Chuting, showing how subsidies improve platform efficiency. Kung and Zhong (2017) compare different pricing structures, finding that membership-based models enhance consumer engagement. Regulatory issues are addressed by Quattrone et al. (2016), who propose an algorithmic regulatory framework for Airbnb, suggesting that real-time policy adjustments can mitigate market inconsistencies. Overall, the research provides a comprehensive view of decision-making in the shared economy, integrating economic, behavioural, and technological dimensions.

5. Conclusion and Implications

The shared economy has significantly transformed business models, consumer behaviour, and regulatory landscapes, creating both opportunities and challenges across various industries. This study highlights the intricate relationship between trust, sustainability, technological advancements, and governance in the shared economy, emphasizing their role in shaping decision-making processes. Trust remains a fundamental pillar in the successful adoption and functioning of shared economy platforms. Users rely heavily on peer reviews, ratings, and reputation mechanisms to assess service quality and reliability. The integration of blockchain-based verification systems and AI-driven security models has further enhanced trust by mitigating risks of fraud and ensuring transparency in transactions. However, despite these advancements, challenges related to data privacy, security breaches, and biased algorithmic decision-making persist, necessitating continuous improvements in technological safeguards.

Sustainability is another crucial aspect of the shared economy, with platforms promoting resource efficiency, waste reduction, and shared usage models. Shared mobility services, co-working spaces, and rental platforms have contributed to lowering carbon footprints and optimizing the use of assets. However, concerns regarding overconsumption, resource misallocation, and the environmental impact of large-scale operations raise critical questions about long-term sustainability. The shift towards a circular economy, where products and services are designed for longevity and recyclability, offers a promising approach to ensuring environmental responsibility in shared economy models. Future studies should explore ways to integrate circular economy principles more effectively, aligning business objectives with sustainability goals.

Technological innovations continue to drive the evolution of the shared economy, with AI and blockchain playing transformative roles in optimizing service delivery and decision-making. AI-powered recommendation systems personalize user experiences, improve efficiency, and enhance consumer satisfaction by analysing preferences and predicting behaviour. Meanwhile, blockchain technology has introduced decentralized trust models that minimize the need for intermediaries, reduce transaction costs, and strengthen security. These advancements not only improve operational efficiency but also create a more transparent and secure ecosystem. However, the rapid pace of technological integration presents challenges in terms of regulation, ethical concerns, and data protection. Policymakers must ensure that emerging technologies are implemented in a manner that safeguards user rights and promotes fair competition.

Regulatory and governance challenges remain among the most pressing issues in the shared economy. While innovation has outpaced legal frameworks, governments struggle to establish regulations that balance growth with consumer protection. The absence of standardized policies creates legal uncertainties, discouraging both users and service providers from fully participating in shared economy models. Regulatory bodies must develop comprehensive frameworks that address issues such as platform accountability, fair wages, labour rights, and service quality. Collaborative governance, involving policymakers, businesses, and stakeholders, can foster an ecosystem where innovation thrives while ensuring ethical and fair practices.

The economic impact of the shared economy is undeniable, contributing to financial inclusivity, job creation, and market competition. Platforms that facilitate gig work, freelancing, and on-demand services have provided individuals with flexible income opportunities. However, concerns related to job security, unstable earnings, and a lack of employee benefits raise critical socio-economic questions. The debate over whether shared economy workers should be classified as independent contractors or employees remains unresolved, with implications for labour laws and social protections. Addressing these concerns through policy interventions, such as minimum wage regulations and worker protections, will be essential in ensuring economic equity in the shared economy.

Overall, the findings of this study underscore the dynamic and multidisciplinary nature of the shared economy. As technological advancements continue to reshape decision-making processes, businesses and policymakers must adapt to the evolving landscape. Future research should focus on AI-driven governance models, enhanced security frameworks, and equitable regulatory structures to ensure the sustainable and inclusive growth of shared economy platforms. By addressing the existing challenges and capitalizing on opportunities, stakeholders can foster a more resilient and ethically sound shared economy that benefits both businesses and consumers.

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