



# Chapter 1

## Avatar-Based Innovation Tools for Managerial Perspectives on Digital Sharing Economy

**Vardan Mkrttchian**

 <https://orcid.org/0000-0003-4871-5956>  
HHH University, Australia

**Yulia Vertakova**

 <https://orcid.org/0000-0002-1685-2625>  
Southwest State University, Russia

### ABSTRACT

*The authors in this chapter show the essence, dignity, current state, and development prospects of avatar-based management using blockchain technology for improving implementation of economic solutions in e-commerce in the framework of sharing economy. The purpose of this chapter is not to review the existing published work on avatar-based models for policy advice. The purpose is to try an assessment of the merits and problems of avatar-based models as a solid basis for economic policy advice that is mainly based on the work and experience within the recently finished projects Triple H Avatar, an Avatar-Based Software Platform for HHH University, Sydney, Australia, which was carried out 2008-2018.*

DOI: 10.4018/978-1-7998-1104-6.ch001

## **INTRODUCTION**

The economy of joint consumption, or as it is also called “sharing economy”, is quite a new concept. It appeared in early 2000, and was associated with a new business model that sought to solve social problems, given the rapid population growth and the exhaustion of resources. This concept describes the interaction between people, some of whom have assets, but do not use them, and are ready to share these assets with other people to meet the needs of the latter. This concept has a certain historical conditioning of its origin. The undoubted advantage of the new model is the much higher efficiency of resource utilization. The main characteristics of the sharing economy are merchant or non-market transactions between suppliers and users, suppliers are individuals, professionals and non-professionals, the link between transactions is a digital device (platform). The sharing economy changes the pattern of production and consumption of goods and services. New technologies through digital platforms disrupt the links between supply and demand. All sectors are concerned through exchange relations based on mutual trust.

In the Oxford English Dictionary the term of sharing economy is defined as “an economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet”. According to Belk (2007) “sharing is an alternative to private ownership that is emphasized in both marketplace exchange and gift giving. It should be noted that the collaborative economy is transforming the way people produce, consume, finance, and learn. The sharing economy is changing businesses and social relation by leveraging technology efficiently by linking supply and demand in a favorable environment. An economic and consumption model essentially based on the exchange, sharing, rental of goods and services that favors the use rather than the ownership (Botsman, 2014). Online platforms assist demand and supply match in a particular market by facilitating peer to peer (P2P) selling (eBay and Etsy), P2P sharing (Airbnb, Uber, TaskRabbit) and crowd sourcing (Mechanical Turks, Kickstarter, AngelList).

## **THEORETICAL BACKGROUND AND LITERATURE REVIEW**

This section gives the reader an overview of main research works and contributors associated with the this chapter. The sharing economy disrupts many sectors and jeopardizes the job of millions of workers all over the world. A growing number of workers in the developing, developed and emerging economies begins to worry about the future (Sundararajan, 2016). Because we are in the globalization era, the fast spreading of this concept affects simultaneously companies and workers in developed, developing and emerging countries. The destruction of jobs is accompanying the

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/avatar-based-innovation-tools-for-managerial-perspectives-on-digital-sharing-economy/237716](http://www.igi-global.com/chapter/avatar-based-innovation-tools-for-managerial-perspectives-on-digital-sharing-economy/237716)

## Related Content

---

### Digitalization in the Public Management: Turkish Public Institutions Example

Salim Kurnaz, António Rodrigues and Osman Nuri Sunar (2024). *Advancements in Socialized and Digital Media Communications* (pp. 135-150).

[www.irma-international.org/chapter/digitalization-in-the-public-management/337945](http://www.irma-international.org/chapter/digitalization-in-the-public-management/337945)

### The Influence of Groupthink on Culture and Conflict in Twitter

Godfrey A. Steele and Niekitta Zephyrine (2018). *Reconceptualizing New Media and Intercultural Communication in a Networked Society* (pp. 223-249).

[www.irma-international.org/chapter/the-influence-of-groupthink-on-culture-and-conflict-in-twitter/202783](http://www.irma-international.org/chapter/the-influence-of-groupthink-on-culture-and-conflict-in-twitter/202783)

### Logic as a Narrative

Koji Sawa (2018). *Content Generation Through Narrative Communication and Simulation* (pp. 328-339).

[www.irma-international.org/chapter/logic-as-a-narrative/200239](http://www.irma-international.org/chapter/logic-as-a-narrative/200239)

### Old Media, New Media, and Public Engagement with Science and Technology

Yulia A. Strekalova, Janice L. Krieger, Rachel E. Damiani, Sriram Kalyanaraman and Daisy Zhe Wang (2017). *Handbook of Research on Citizen Engagement and Public Participation in the Era of New Media* (pp. 57-72).

[www.irma-international.org/chapter/old-media-new-media-and-public-engagement-with-science-and-technology/172224](http://www.irma-international.org/chapter/old-media-new-media-and-public-engagement-with-science-and-technology/172224)

### Mitigating Reputational Damage in Corporate Crises: An Examination of Apology Strategies

Elanor Colleoni, Grazia Murtarelli, Stefania Romenti and Francesca Dodini (2024). *Advancements in Socialized and Digital Media Communications* (pp. 174-186).

[www.irma-international.org/chapter/mitigating-reputational-damage-in-corporate-crises/337948](http://www.irma-international.org/chapter/mitigating-reputational-damage-in-corporate-crises/337948)