

THE SHARING ECONOMY AND DIGITAL LOGISTICS IN RETAIL CHAINS: OPPORTUNITIES AND THREATS

Sergey Yevgenievich Barykin, Peter the Great St. Petersburg Polytechnic University

Irina Vasilievna Kapustina, Peter the Great St. Petersburg Polytechnic University

Olga Vladimirovna Kalinina, Peter the Great St. Petersburg Polytechnic University

Victor Andreevich Dubolazov, Peter the Great St. Petersburg Polytechnic University

Cesar Armando Nunez Esquivel, Peter the Great St. Petersburg Polytechnic University

Nazarova Elmira Alyarovna, Peter the Great St. Petersburg Polytechnic University

Petr Sharapaev, Mazhilis of the Parliament of the Republic of Kazakhstan

ABSTRACT

The objective of this research is the analysis and descriptions of the potential of the sharing economy and digital logistics during the time the COVID-19 lockdown. It is based mainly on the principle that people will consume fewer services, with regards to transportation, rent, et al. Instead, they will replace for more consumption the services at home, such as online courses, delivery services, etc. Modern retail chains, with proper management, are distinguished by fairly good reliability due to the digital logistics approach being considered in the article. The sharing economy, based on the Collaborative Economy about distributing, sharing and reusing excess capacities in goods and services, now is changed by platforms that connect people who need a service with people who can provide it. The article will contribute to identifying the situation of a business regarding the field of the Sharing Economy, and the dissemination of information about what opportunities and threats currently exist in it. The conclusion we have reached is that they need to be monitored for unexpected situations where, in certain contexts, market conditions are polarized on a large scale. The processes of digitalization of society are beginning to accelerate the new habits of consumption and ways how the market develops new paths of sales and distribution bringing this new era to make use of technology with a collateral effect in the labor market where more employees will be released during the pandemic, and they will not return to their old employment. Employees will be surprised because they will be replaced by technology that will take their jobs in the prerogative of the global economy and individual countries, which increases the significance of the discussion of the problems considered below.

Keywords: Sharing Economy, Digital logistics, Unemployment, Online Services, New Business.

INTRODUCTION

Modern retail chains consist of a large number of stores, warehouses, transport equipment, which allows you to organize the sale of a large number of goods with good reliability and relatively low costs. Modern retail chains are aimed at selling a large number

of both food and non-food products. The global crisis caused by the Covid-19 virus pandemic day by day generates changes and situations where the decision-making is based on an uncertainty, complexity of the environment and without knowing for how long the world economy will be hit without being the exception (Berger et al., 2020). There are conditions that are developing in the business environment, and in the so-called Sharing Economy (Hossain, 2020). According to the concept of sharing economy introduced by Rachel Botsman & Roo Rogers in their book, "What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live", a sharing economy is based on the collaborative economy about distribute, share and reuse excess capacity in goods and services, the concept now is changing by platforms that connect people who need a service with people who can provide it (Botsman & Rogers, 2010). The way of socializing in the world is changing and also in the field of the economy: for one side a considerable amount of business is losing their importance, for another side, new business models are developing rapidly (Barykin et al., 2020; Schislyaeva et al., 2019; Shmatko et al., 2021), these new ways to make business are being introduced through the internet and social networks (Ilin et al., 2019; Pouri & Hilty, 2018). In particular, most of them with concepts such as the economy of collaborative consumption works (Barykin et al., 2021), many of the experts and their research show the positive and negative impacts depending on the company and their business model, at the same time which it became popularized in the media, economic and other journals and with good economic projections for this year 2020.

The goal of this study was to consider the opportunities and threats of the sharing economy and the companies who operate under this business model as well as the digital logistics in retail chains, on the basis of the analysis of existing and evolving forms in the period of the pandemic and the previous period, as well as to compare and find the conclusions and impacts in the economic field, the difficulties and proposals that need to be addressed.

METHODOLOGICAL FRAMEWORK

According with the Garwood center for corporate innovation (<https://corporateinnovation.berkeley.edu/open-innovation-research/>). Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation with the goal to expand the markets for external use of the innovation. The Garwood center also maintains that the companies can commercialize internal ideas through channels outside of their current businesses and generate value for the organization, for example, include startup companies and licensing agreements. In addition, ideas can also originate outside the firm's own labs and be brought inside for commercialization. the Professor Henry Chesbrough was the first to use the term Open Innovation, According with Linus Dahlander and Martin Wallin (hbr.org). As the initial open innovation enthusiasm has settled, companies often realize that they rely on helpers and active participation of and partners to succeeding the case of research on open-source software development has a diverse set of developers. a quantity of developers are motivated to freely share their code. More companies are open to sharing time and resources because it is an effective means to access complementary skills and assets. It can be easy in the early stages of a collaboration that's responding to the pandemic with considerable changes, the opportunity to use of sharing economy in this time with the support of the open innovation strategies comes to be a good combination of resources.

We considered the features and different approaches to the new business model, articles and publications from prior years and the present year 2020 about the Sharing Economy, their results and prognosis about the positive and negative consequences associated with companies. The analysis concerned the main results of the Sharing Economy

connected with the previous and current situations it has caused for the impact of the 2020 pandemic with the companies who operate in this sphere.

Developing the approach of well-known Russian scientists to the study of the evolution of logistics theory, according to which, according to the principle - "from simple to complex", one can sequentially distinguish four stages in the development of supply chains: from direct supply chains (supply chain 1.0) to improved supply chains (advanced, supply chain 2.0), then through the desire to maximize supply chains (supply chain 3.0), the transition to a network concept of supply chains (supply chain networks) (Barykin et al., 2020b). It can be shown that there is a paradigm shift underway from the traditional supply chain view to the network-centric concept originally proposed by (Deloitte, 2019; Burke, R., Mussomeli, Laaper, Hartigan & Sniderman, 2017; Wellener et al., 2019). The traditional supply chain is a linear structure with a discrete evolution of the process of design, planning, and source of flow, manufacturing, delivery and after-sales service. The paradigm shift leads to the transformation of the concept of supply chains by creating links between traditionally unrelated links (from a static sequence of participants in the supply chain) into a system of participants interacting with each other - a digital supply network. The main such network is the model of the digital logistics network of retail chains (Figure 1).

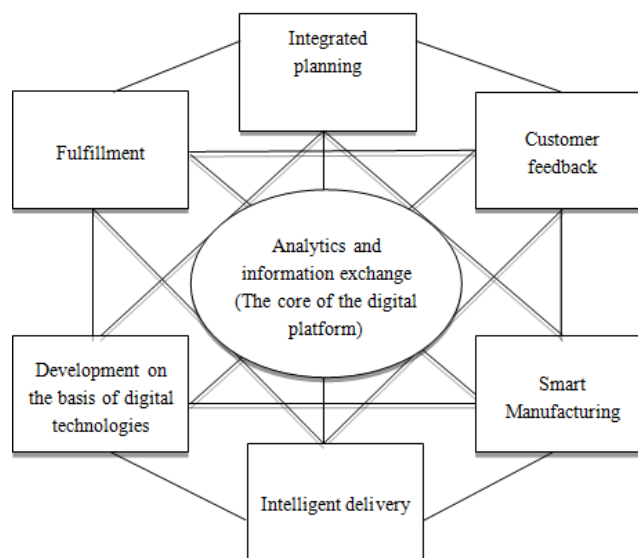


FIGURE 1
MODEL OF A DIGITAL LOGISTICS NETWORK OF A RETAIL CHAINS

Analysis and exchange of information between all participants in the trading network is carried out on the basis of a digital logistics grid, built on the basis of technologies for collecting information from sensors and transmission *via* mobile communication for subsequent analysis and exchange of information based on digital technologies. The developed model makes it possible to analyze the market and promptly respond to customer requests from the standpoint of the dynamic development of the trading network, and not static, as is the case with the linear structure of the traditional supply chain.

Until 2020, the risk of imposing severe restrictions on businesses due to sanitary or medical reasons was relatively low. But, after the end of 2019 - the beginning of 2020, the likelihood of such a negative development of events for business entities has increased significantly.

Such risks must be taken into account in advance when creating the digital core of the platform. This will require the inclusion in the digital core of the trading network, expert assessments of the likelihood of the occurrence and spread of diseases dangerous for both

humans and animals. With an increase in such risks, it may be necessary to replace both individual suppliers and logistics companies in order to increase the sustainability of the business.

It is also important that in addition to transport risks, such situations associated with sanitary restrictions can cause a sharp increase in consumer demand for long-term storage food, as well as for some types of personal hygiene and cosmetic products.

In practice, quarantine measures often lead to complication of business activities. For example, road vehicles used by companies to deliver goods from other countries may stop at the Russian border for more thorough and lengthy checks. Similar events can be carried out both for cars and for drivers of vehicles entering the territory of Russia. This can significantly increase the delivery time of products to Russian consignees, as well as increase logistics costs due to downtime of personnel and vehicles.

In addition, restrictive measures can reduce the number of logistics companies interested in transporting goods across the Russian border due to downtime and potential losses. A decrease in supply can increase the cost of delivery of goods for those transport companies that continue to provide such services, which may negatively affect the final cost of goods for the stores of the distribution network.

Also, the core of the digital platform may include the likelihood of the occurrence and spread of dangerous diseases, both in individual Russian regions, and throughout the country or even in the world. Assessments of such risks may be required to predict the likelihood of panic, increased demand for food and essential goods. And the risk of a sharp increase in demand from the population must be taken into account when determining the required size of warehouse space. Taking into account the likelihood of a sharp increase in demand may require the selection of such logistics operators that are able to provide the opportunity to reserve additional space without a serious increase in the cost of warehouse services. Such areas will be required when the likelihood of imposing sanitary restrictions increases in order to form a stock of shelf-stable food and other essential goods. Reserved storage areas must meet many requirements in order to be used for storing a wide variety of goods. When choosing a logistics operator, it is necessary to provide for the possibility that an increase in reserved areas in warehouses does not lead to a sharp drop in the profit of the retail network during a period of recession in consumer activity, due to the fact that most of the income of a retail operator will go to cover logistics costs.

When solving the problem associated with the choice of a logistics company, which will further ensure the processing of products for the retail network, it is necessary to analyze the possibility of increasing the area of used warehouse space and the number of personnel, preferably without preliminary costs. For example, you can choose a logistics company that owns a large warehouse complex in which 30% or even 50% of the area is not used or reserved by other contractors.

Studies about the Sharing Economy or Collaborative economy (Barnes & Mattsson, 2017; Kim & Lee, 2019) have shown and proven the rapid development, in different scopes, their application and expansion, which was primarily promoted by the digitization of society like the following.

Transport, such as ridesharing and carpooling, (sharing trip by car): the most popular examples being BlaBla Car or Uber are ways of sharing a private vehicle with the help of online search services companions (Böcker & Meelen, 2017; Makridis & Paik, 2018). There are many companies, whose services connect drivers and passengers who want to share the cost of a trip like BlaBlaCar. Other cases are when people rent cars not from the company, but from each other. For many, this is a good alternative to public transportation, private cars and taxis. The client pays only for the actual time of use of the car and fuel. The owner of the car is responsible for maintenance, paying taxes and insurance. The most popular services in Russia are Delimobil and Yandex. Drive (Belyaeva et al., 2021; Ksenofontov & Milyakin, 2020).

Tourism and collaborative housing: sharing a room in your house or in the whole apartment when it is not being occupied (Zervas, Proserpio & Byers, 2017). Airbnb or Couch-surfing, in the case of Airbnb, is an online platform for locating, searching and short-term rental of private housing around the world. This is a community of people who want to rent out their accommodations, and travelers who need these accommodations. Airbnb offers better deals than most hotels, or much more attractive conditions for the same money. Services for rental housing help their owners to improve their financial situation, upgrade housing, and promote the development of service. The Airbnb short-term rental service is one of the principals in shared consumption economies. Couch-surfing is an American company based in San Francisco that offers its users hospitality exchanges and social networking services.

Financing, Crowd funding, Crowd lending: Crowd funding is the collaboration of people who voluntarily pool their money or other resources together, usually *via* the Internet, to support the efforts of other people or organizations. Crowd lending is a kind of crowd funding when people voluntarily send their own money to implement an idea or project. Crowd lending assumes that funds will be subsequently returned to the investors, and the investors will be able to rely on certain interest or share in the business (Ophoff et al., 2017; Kapustina et al., 2020).

Education, MOOC (Massive Open Online Course): this category includes various formats ranging from learning platforms, through the various MOOC or collaborative e-learning. The economy of co-consumption offers new opportunities in the field of education; it can connect people who need to exchange knowledge or adopt the desired skills, and possibly gain access to previously inaccessible sources (Carfagna, 2018). Classical education, in turn, will develop interaction between teachers and students, as well as provide access to virtual platforms at lower cost using smartphones and other portable devices (Babkin et al., 2019; Bratianu, Hadad & Bejinaru, 2020; Demidenko, Malevich & Dubolazova, 2018).

Until the end of 2019, the collaborative platforms continued to expand and generate greater profitability, Airbnb planned to promote new travel destinations through the use of technology and to promote citizen coexistence with its visitors, as well as promoting local business, which was another key for their future growth (Roma, Panniello & Nigro, 2019). The transport sector also continued its growth, and the different transportation modalities represented by each of these companies with more options for transport in a more efficient way (Pawlicz, 2019). In the same way, in the education sector in 2019, collaborative learning platforms, they became to be more popular (Santos, 2018). Traditional companies in their struggle to cope with the current situation have not been left behind and, after overcoming the phases of not operating and controversy due to their definitive closure or not, they have been adapted and entered the different sectors that collaborative platforms offer, joining part from the marketplace where, for example, restaurants and different establishments offer their products and can be purchased through collaborative platforms depending on where the store situated and proximity to their clients' homes and can be brought through delivery services such as Uber Eats or Rappi in Latin America or YandexEda in Russia. Collaborative highlights the positive externalities that deliver and have the option to continue operating through collaborative business models (Crick & Crick, 2020).

The sharing economy in Russia is already making a significant contribution to the development of the national economy. Was the volume of the Russian of sharing economy market in 2019.

Consumer economy platforms must adapt and comply with the laws of each country in which they wish to settle, and not create situations of uncertainty due to unfair practices or illegal actions.

It is now imperative that governments use the necessary tools at their disposal to regulate the performance of the sharing economy across countries. Thus, citizens will be able to reap the benefits of using this type of platform without compromising traditional sectors.

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It is necessary to make appropriate changes to the legislation governing the working conditions of workers employed in the field of shared consumption, as well as regulating the conditions for the formation of the funded part of the pension, payment of vacation and sick leave.

Taking into account that this is a socio-economic problem, it is necessary to carry out educational projects included in various specialties of humanitarian faculties and short-term training centers.

Social workers and health workers are encouraged to consider working in the collaborative economy as a risk factor for various diseases. The psychosocial risks faced by platform workers are mainly stress at work, in other cases, harassment at work. Thanks to this new independent way of providing work. In a platform economy, work stress can be mainly due to two factors: the use of ICTs (new Information and Communication Technologies) in work (in which case work stress would be called techno-stress or cause mental disorders such as “technoadaptations”), when exposure psychosocial risks over the long term increases the worker's chances of health, especially mental health, increase. Therefore, workers on joint platforms are at greater risk of suffering from depression and cardiovascular disease, among other diseases.

The major companies in the sharing economy that exist around the world are for the transportation (BlaBlaCar and Uber) and travel (AirBnB) sectors. The analysis showed that there are many complaints about these new shared economy platforms.

During the first months of 2020 continued the dispute of previous years with taxi drivers of UBER and complaints from the hospitality sector about platforms like AirBnB. In order to demand equal conditions and labor protection in the implementation of the same activities in cases of illness, disability or old age and caught all this companies with a new threat called COVID 19., for that reason was necessary accelerate to carry out reforms to regulate these platforms and ensure legal competition between companies of the same sector, as well as protect the rights of workers, since the platforms of the joint economy are in a legal vacuum in which they have more advantages without being subject to scrutiny and tax requirements so that all users (employees and customers) are aware of their advantages and disadvantages before using these platforms. An urgent problem is the continuous computer literacy of the population at the user level and above. There is a demand for an international system that can bring uniformity to laws throughout the territory where cooperation platforms are used. Therefore, it is important to create and develop international organizations specializing in sharing economy, whose activities are aimed at developing recommendations for states and companies.

The issue of providing insurance to independent workers as part of their activities in the sharing economy is disadvantaged in terms of social security systems, especially those based on employer protection. Many platforms do not provide information on working conditions at various workplaces, thus creating obvious risks of lack of health and social insurance coverage.

The research presented in this article uses methods associated with the Sharing Economy theory, whereby the field is approached like a grounded theory and is especially suitable for the research presented here.

RESULTS

Companies with technological platforms or in the warehousing and product distribution sector obviously have more possibilities of adapting to this situation, increasing sales nearly doubled in the first quarter of the year in comparison with that of last year, also increasing the opportunities in the number of people who can work in this sector in a direct or indirect way. We cannot avoid commenting that the regulation until now does not offer the right conditions about insurance and protection in case of sudden events for those people who

start to work due to a necessity to earn money as the cause of the permanent or for the temporary closure of the establishments where they previously worked before the pandemic (Valebnikova, Valebnikova & Kalinina, 2019; Zaychenko, Kozlov & Smirnova, 2019).

The threats of the pandemic towards collaborative companies dedicated to the transportation of people such as Uber or in the case of Airbnb that offers temporary accommodation services during vacations have harmed all those who offered their houses and rooms for this activity, which has been affected by a partial loss and in other cases total for the Airbnb company that for the first quarter has losses that were not expected or imagined at the end of 2019 coming to witness a drop of up to 95% for the first quarter, which also means the reduction of personnel who work directly in the company and the damage to the collaborators who offer their properties, also digest and prepare for the decrease in income in a way undetermined, where regulations and protection by governments offer minimal benefits in the face of a threat with a global impact.

Business diversification is very important and played a very significant factor in the case of Uber, that decreased its income in the transport of people but increased its orders with the Uber eats application with a 22% increase in sales in the first quarter, this process by which an organization begins to offer new products and services or enter new markets such as the case of Uber eats, with its home delivery service, are the main reasons why a company can start with its risk reduction plan and investment threats and having various sectors to operate, as seen with Uber, they have reduced the risk of financial failure (Heinonen & Strandvik, 2020). Because the probability that one activity will fail is always high, but that several will do it simultaneously is more difficult.

Opportunities

In the period of the COVID-19 pandemic crisis, we identify the opportunities for some business models of the Sharing Economy to offer new forms of independent work with wide opportunities to get additional income and avoid the unemployment and the closure of medium companies like restaurants and business establishments of different products who can make use of collaborative platforms in regular time, as the main way to still operate and achieve benefits for their business (Hobbs, 2020; Raj, Sundararajan & You, 2020). This year has presented a unique opportunity for Colombian delivery startup Rappi that reported a 30 percent increase in deliveries in January and February of this year, compared to 2019 (Milovidov, 2020). According to the site “theinformation.com”, Uber Eats’ U.S. sales surged each week thanks to the Covid-19 quarantine, a nearly unprecedented uptick for this time of the year, particularly given the substantial size of their business (see Figure 2).

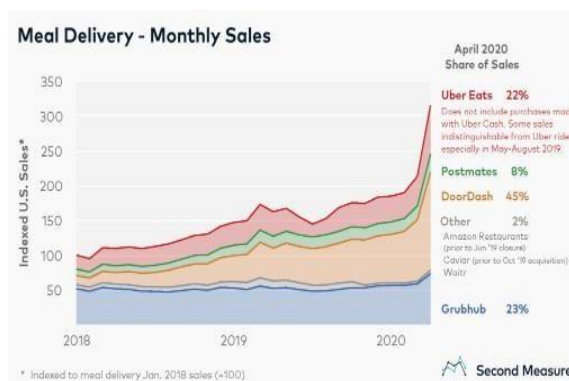


FIGURE 2

GRAPHIC OF INDEXED SALES FOR THE MEAL DELIVERY UBER EATS TILL 2020 YEAR

It shows how the quarantining amid the coronavirus pandemic has given Uber's food-delivery service a boost with new customers. In addition to gaining extra business, Uber Eats has been able to cut back on financial incentives to sign up drivers, which helps its margins. Drivers now have fewer options for work. Meanwhile, Uber Eats is signing up with new restaurant chains that previously only worked in their place without delivery service (Spurk & Straub, 2020).

Recent data indicate that Uber Eats earned about 22% percent of the U.S. meal delivery consumer spending by April (Yang, Liu & Chen, 2020). Also, we noted that publicly reported earnings show Uber Eats has an edge over other companies who work in the same field.

Threats

This period brings unusual threats that the Sharing Economy is in a period of uncertainty and the imminent danger of at risk businesses to bankruptcy, mainly in the sectors of transport and tourism (rent accommodation). This leads to certain risks and negative consequences, especially taking into account the high rate of emergence and spread of the business models who show a decrease and limitations to operate as before the pandemic period appeared, as a consequence of a loss of income in the involved sector, this impact affects the activity for people who specifically only get benefits from this sector. An article published in Forbes magazine indicates that Uber Technologies Inc., announced that it will release or layoff around 3,000 employees, in addition to the 3,700 it announced earlier this month, at a time when the restrictions generated by the coronavirus reduce the demand for services (Dvas & Dubolazova, 2018).

In the first quarter of 2020, Uber generated adjusted net revenue of almost 3.3 billion U.S. dollars worldwide (Uber Technologies Inc., 2020), down 12.7 percent from the fourth quarter of 2019 (see Figure 3).

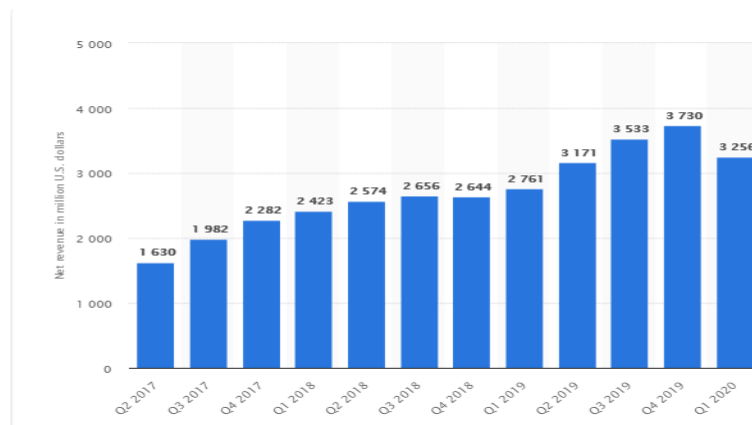


FIGURE 3

GRAPHIC OF GLOBAL ADJUSTED NET REVENUE OF UBER FROM Q2 2017 TO Q1 2020 (IN MILLION U.S. DOLLARS)

The global travels and tourism market is one of the worst hit by the coronavirus (COVID-19) pandemic (Qiu et al., 2020). As a result, companies such as Airbnb are now coping with the virus' damaging effects. In the first week of 2020, there were 18 percent less Airbnb short-term rental reservations than in the previous year. The Airbnb platform saw a 95 percent drop over the previous year as a result of the coronavirus pandemic (see Figure 4).

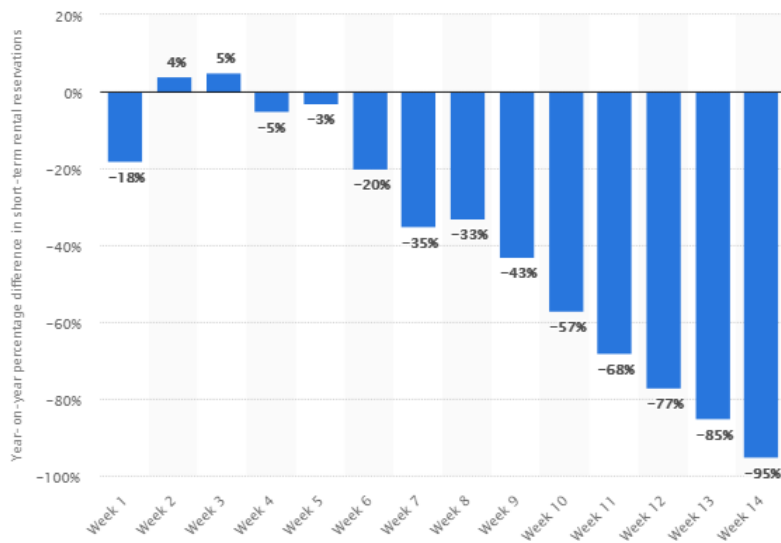


FIGURE 4

GRAPHIC OF YEAR-OVER-YEAR CHANGE IN SHORT-TERM RENTAL RESERVATIONS ON AIRBNB DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC WORLDWIDE IN THE FIRST QUARTER OF 2020, BY WEEK

It is necessary to take into account the risks of an epidemic and, due to sanitary requirements, subsequent restrictions for business. In particular, when introducing anti-epidemic measures on the territory of Russia, it is necessary to take into account the risks of disrupting the supply of food products by road. For example, when organizing and conducting anti-epidemic measures in different regions of the country, the risk of stopping and inspecting cars at the administrative borders of the constituent entities of the Russian Federation increases. This can lead to an increase in the delivery time of products to stores, and also increases the risk of damage and loss of goods during transportation. The growth of such risks prompts the need to plan the transportation of most of the goods by rail, instead of using road transport.

For the reorientation of commodity flows from road transport to rail transport, at the stage of selection, it is necessary to pay attention to the availability of access railway lines at the warehouse complexes. In particular, when choosing logistics operators, it is necessary to select warehouses planned for use in such a way that not only asphalt roads lead to them and railway access roads are connected. Given the strategic importance for the country of the normal functioning of the railway, the risks of disruption to the supply of goods by rail are relatively small compared to the risks of disruption of the supply of products by road.

If the epidemic situation in the world, the CIS countries and Russia continues to deteriorate in the future, this may increase the risks of cargo delays in the delivery of goods by road. Such delays, or even loss of goods during transportation, may be due to an increased likelihood of partial or complete closure of borders between countries, as well as the introduction of restrictions on the movement of goods and people by road transport between Russian regions.

If the likelihood of introducing such restrictive measures increases, then instead of large regional slaves, for the normal functioning of the trading network, it may be necessary to organize logistics complexes in each region, district or territory of Russia where the retail operator will conduct business.

When planning the format of stores for the future retail chain, it should be borne in mind that during the coronavirus pandemic, the Russian authorities actively restricted the

functioning of large shopping malls. Such restrictions were due to the need to reduce the likelihood of people contracting coronavirus infection.

In the future, with the introduction of restrictive measures, the risks of closing stores operating in the format of supermarkets or hypermarkets can be considered higher than the likelihood of limiting the functioning of retail enterprises, a relatively small area, operating in the format of “convenience stores”.

If we analyze the anti-epidemic measures that were carried out in the EU countries, then most of the buyers were forced to purchase essential goods in shops within walking distance, regardless of the pricing policy of such trade enterprises. Such restrictions in the EU countries, in practice, led to an increase in the revenue of stores that were located within walking distance, and often reduced sales in supermarkets and hypermarkets. If the Russian authorities in the future will use this experience of introducing restrictive measures during the spread of the infection, then this can be considered another argument in favor of conducting business activities of the retail chain in the “convenience store” format, and not in the format of supermarkets and hypermarkets.

When choosing premises for retail chain stores, it is necessary to take into account the risks of landlords for the closure of retail premises. For example, Russian practice shows that in large shopping centers, before the introduction of anti-epidemic restrictions, shops selling food and essential goods were actively working, and all other companies were forced to suspend their business. This circumstance makes it possible, when choosing retail space for the sale of grocery stores, to obtain more attractive conditions for tenants in large shopping centers. This conclusion is based on the assumption that a running grocery store will pay rent and will not shut down the business during a pandemic. Constant payments from a leading business trade enterprise will allow the lessor to offset part of the costs associated with the maintenance of buildings and structures of the shopping complex. This is an advantage of grocery stores for landlords, compared to retailers doing business in other areas of the consumer market.

DISCUSSION

The authors could discuss the social security problems regarding the sharing economy. As the sharing economy continues to evolve, more and more companies emerge that are advancing in the insurance sector, specializing specifically in the sharing economy, for example, offering vehicle and property insurance for an unlimited number of users. Specifically, we can observe what changes are required in this sector in terms of the policies and coverage needed to adapt insurance companies to the new economic model. Although there are no visible obstacles but appears opportunities in relation to the insurance field for the participants in the sharing economy sector, there are still some risks of the expanded use of property originally registered by one person for exclusively personal use, as well as risks arising from the lack of reliable and confirmed information about possible damage to property by clients and legal conflicts over goods, for example, in the case of joint use of a vehicle by persons who are not professionals or are not specifically familiar with this vehicle. Liability for the occurrence of an accident is also not defined, so the insurance sector is striving to develop more personalized products targeted at a specific customer.

It is now imperative that governments use the necessary tools at their disposal to regulate the performance of the sharing economy across countries. Thus, citizens will be able to reap the benefits of using this type of platform without compromising traditional sectors. Thus, citizens will be able to reap the benefits of using this type of platform without compromising traditional sectors.

It is necessary to make appropriate changes to the legislation governing the working conditions of workers employed in the field of shared consumption, as well as regulating the conditions for the formation of the funded part of the pension, payment of vacation and sick leave.

Social workers and health workers are encouraged to consider working in the collaborative economy as a risk factor for various diseases. The psychosocial risks faced by platform workers are mainly stress at work, in other cases, harassment at work. Thanks to this new independent way of providing work. In a platform economy, work stress can be mainly due to two factors: the use of ICTs (new information and communication technologies) in work (in which case work stress would be called techno-stress or cause mental disorders such as “technoadaptations”), when exposure psychosocial risks over the long term increases the worker's chances of health, especially mental health, increase. Therefore, workers on joint platforms are at greater risk of suffering from depression and cardiovascular disease, among other diseases.

CONCLUSIONS

Within the framework of the platform economy, there is a complete transformation of the existing business models, in which the functioning of the enterprise is based on the constant creation and receipt of operational data, both in physical space and in virtual space. The organizational structure of the digital logistics platform is based on the principles of partnership, which ensure close interaction and effective cooperation between international trade participants and government agencies involved in the control and execution of foreign trade transactions. Digital transformation of logistics platforms leads to a set of positive effects in such areas of logistics activities as business processes, logistics costs and the quality of logistics services. This indicates the feasibility of developing the use of digital logistics platforms in retail chains.

The pandemic has a significant impact and causes a decline in many areas of the sharing economy: transportation sharing, car sharing, co-working, co-living, crowd funding, sharing logistics, etc. Having suffered from self-isolation, people are less willing to share certain objects with each other. There is even an opinion that the pandemic is killing the idea of sharing (Schor, 2020). In our opinion, this is temporary. The idea of shared consumption cannot be stopped, but the format of shared consumption may be re-evaluated, acquire new forms, and expand. The pandemic causes economic recession in most countries, suspends the work of many unpromising enterprises (OECD, 2018). The economic recovery will be facilitated by widespread automation and digitalization of production and other spheres of activity. All this contributes to a sharp rise in unemployment, especially among lower qualified workers (Chetty et al., 2020; Montenovio et al., 2020). Some support here can be provided by the sharing economy, which, as practice shows before the pandemic, offers producer's new forms of independent work, helps to reduce unemployment and poverty, creates additional income for the unemployed or owners of unpopular professions, etc. During the pandemic, online work developed rapidly, the number of self-employed increased, but there should be a balanced approach without the excessive euphoria raised in print, which is evident at least from the problems of online learning (Dwivedi et al., 2020; Rolland, 2020). During this time of mandatory quarantine an urgent problem is the continuous computer literacy of the population at the user level and above. There is a demand for an international system that can bring uniformity to laws throughout the territory where cooperation platforms are used. Therefore, it is important to create and develop international organizations specializing in Sharing economy field, whose activities are aimed at developing recommendations for states and companies.

The provision of insurance to independent workers as part of their activities in the sharing economy is disadvantageous in terms of social security systems, especially those based on employer protection. Many platforms do not provide information on working conditions in various workplaces, thus creating obvious risks of lack of health and social insurance coverage. This can be divided into several periods of varying duration:

Short term aspect – workers can be excluded from the public health insurance system because their legally provided services remain in the informal economy, which does not imply the minimum requirements that the system needs to meet.

Long term aspect – given the characteristics of professional careers, which are reflected in the lack of access to insurance options, digital workers can find many barriers to accessing retirement benefits because most social security systems are professional in nature or contractual with companies.

The main instrument of protection in places where unemployment benefits are covered by insurance is only that random situation of a break between long periods of employment (since the absence of work can be long). By registering and using sharing economy platforms, an unemployed person, like a temporarily employed person, can earn income from the moment of losing their main job for a certain period of time, which may be required to get a new official job.

In the sharing economy, the lack of income comes from the impossibility of ensuring their adequate level, but not because of the lack of work. Without clarification of other circumstances, for insurers only one lack of funds can already serve as an excuse to activate protection against unemployment, which, at one time, is not based on the loss of a profession.

In the same way, a person who is paid unemployment benefits is not considered in the traditional way, but from the standpoint of fulfilling obligations to carry out activities in accordance with the contracting model, concluded, paradoxically, under the condition of having a job, of course, without achieving a level of sufficient income, as a result of market conditions or personal and family circumstances.

It is not surprising that in the course of discussions about the transformation and digitalization of the economy, the topic of productivity in the labor market is so often raised, including on virtual platforms in the absence of adequate jobs for the population. We are also talking about state social protection, which involves some transformation to ensure social sustainability and, above all, to maintain the status of the guarantor of social integration and dignity of the population, during this uncertain period caused by this pandemic situation.

Also, the increase of new online companies during 2020 generates a need of control more rigorously in the field of tax policy in the companies of the sharing economy on the part of the states is still unrealized because is difficult to control all of them.

Since employees of joint consumption enterprises also have tax obligations, it is important that the government presents the collection process as simplified as possible. On the other hand, in order to achieve transparency in tax collection, intermediary platforms must provide information about the activities of their employees. This leads to the need to notify platform users about the need to pay taxes on time. In turn, participants should provide information to the competent authorities on how much work has been completed. Meanwhile, the regulatory framework for the provision of services under the sharing economy still has the aforementioned restrictions on tax collection. The new rules should be specialized exclusively in the sharing economy, from controlling the minimum production at a certain period, ending with the collection of information about its participants through the introduction of new competent control bodies.

The changes of lifestyles and values lead to the transformation of the consumption model in this pandemic and accelerate the innovation in many years only during the first quarter of 2020, for the pandemic global situation had been an impulse for the development of The Collaborative Consumption Economy a relatively new trend in the socio-economic development of all countries, increasing the interests for the society in these activities to develop. In this regard, one of the essential issues that need to be urgently addressed is the legal regulations of its business processes with Government institutions, training lawyers, economists, and other specialists to face major challenges in solving theoretical and practical issues of joint consumption organization, because of the increases in online payments, An urgent problem for the population for future activities and new kinds of work for everyone who wants to occupy a new job in the era post-pandemic. Reinventing operations includes thinking differently with a projection into the future, designing new strategies and researching what else will be needed.

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CONFLICTS OF INTEREST

The authors confirm that there is no conflict of interests to declare for this publication.

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