

FEBRUARY 2024 | VOLUME 5 ISSUE 2

ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



UNLOCKING AN EMPOWERED FUTURE: BLOCKCHAIN'S ROLE IN THE SHARING ECONOMY

Discover the transformational potential of blockchain in the sharing economy. This study done by [Ikram Nur Muharam](#), [Iis Tussyadiah](#) and [Albert Kimbu](#), unpacks the crux of user acceptability of blockchain-based sharing economy, revealing a critical balance that innovators must strike between technicality and behavioural aspects necessary to deliver a future of hospitality and tourism sharing economy where every transaction is imbued with newfound trust and empowerment.

surrey.ac.uk/SHTM | [@SHTMatSurrey](https://twitter.com/SHTMatSurrey)

Editor: Dr Isabel Rodriguez | isabel.rodriguez@surrey.ac.uk



DECENTRALISING AIRBNB: TESTING THE ACCEPTABILITY OF BLOCKCHAIN-BASED SHARING ECONOMY SYSTEMS

Ikram Nur Muharam, Iis Tussyadiah & Albert Kimbu

Welcome to the cutting edge of the sharing economy—a vista where blockchain technology is poised to redefine trust and empowerment. This ground-breaking study bravely navigates the domain of user acceptability, highlighting a pivotal shift in understanding and implementing blockchain-based systems.

Gone are the days when mere technical sophistication guaranteed success. This study makes it clear that stakeholders must prioritise a well-balanced mix of technological finesse and behavioural insights to capture the hearts and minds of users. In the competitive arenas of hospitality and tourism, this holistic approach is not just desirable—it's essential. It has uncovered that user empowerment is the cornerstone of acceptance.

Surprisingly, though, some alluring blockchain features do not translate to increased user adoption. The multigroup analysis reveals that context matters: different factors propel acceptance based on varying conditions. While attributes like lower fees, faster settlements, and fraud-proof systems sway some users, other factors such as immutability and transparency were insignificant.

Empirical evidence from this study empowers stakeholders to craft context-sensitive strategies, pivot where necessary, and stay ahead of the evolutionary curve of user preferences. Harnessing these insights will not only sharpen competitive advantage but might also ignite a new paradigm for societal equity in the blockchain-driven sharing economy.

Unlock the power of user empowerment with blockchain—transforming the sharing economy through strategically tailored, behaviour-focused adoption strategies that drive competitive advantage and forge pathways to societal equity.

Muharam, I., Tussyadiah, I., & Kimbu, A. (2024). Decentralising Airbnb: Testing the acceptability of blockchain-based sharing economy systems. *Tourism Management*.

Link: bit.ly/4bhJXX3